

NOVEMBER 1959

# SOUTHERN AUTOMOTIVE JOURNAL

Power House with Power Tools  
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Ann Arbor Mich  
313 No First St  
University Microfilms  
Filter Sales  
page 39

Class Service  
page 46

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SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

## How long should a compression ring last?

Make a compression ring that will seal effectively after break-in! *Tough assignment...only a few companies do it.*

To do its job a compression ring must seal the ring groove and press snugly and uniformly against the cylinder wall...even if the cylinder is out-of-round or tapered, and in spite of expansion and contraction of engine parts, wear on rings and related parts, movement and travel of the piston, and the action of combustion gases. The ring must not back away from the cylinder wall...not at any point, not for any reason.

To do this job requires a ring material with a lot of elastic adaptability...plus an adequate amount of radial pressure. Here is where ring differences begin to appear.

Radial pressure keeps the ring snugly against the cylinder wall. For a given amount of radial pressure, a smaller ring face contact area produces a higher unit pressure.

The pressure of the ring against the cylinder wall produces friction...which wears the ring and the cylinder. Other things being equal, the greater the unit pressure...the greater the rate of wear.

Each ring manufacturer finds some initial point where ring material, ring face contact area and radial pressure come into balance to provide an effective compression seal. Perfect Circle has been able to go *beyond* this point because over the years PC has maintained the most extensive piston ring testing facilities.

With these facilities Perfect Circle has learned to accomplish through design what other ring manufacturers accomplish through force. PC rings seal effectively without resorting to excessive initial unit pressure. The result: Perfect Circle rings wear more slowly...last longer...provide the industry with a constantly improved Standard of Comparison.

# PERFECT CIRCLE

PISTON RINGS



POWER SERVICE PRODUCTS

Hagerstown, Indiana

In Canada: Don Mills, Ontario



Jet Action Bondo for Rigidity!  
"R-P" Bondo for Flexibility!

*for* **SPEED**

### ANOTHER *Bondo* PAY-OFF TIP

**PROBLEM:** Speed. What is speed? In body repair work, is it a matter of seconds to do an inferior job? Or a matter of minutes to do a lasting, solidly-anchored job that can be guaranteed?

**SOLUTION:** Speed-up curing, and you'll have a questionable bond. Slower curing makes a lasting bond. The difference is only minutes. Take those few minutes to bring out the full *quality* characteristics of Bondo.



**RESULT:** Work Bondo in well, and you'll have a positive bond, free from air holes. After normal setting, finish by dust-free filing with "SURFORM"<sup>®</sup>, then featheredge to a job you'll be proud of. *That's Bondo!*

**BONDO DIVISION, JAYCEE CHEMICAL CORP., NORTHFORD, CONNECTICUT**

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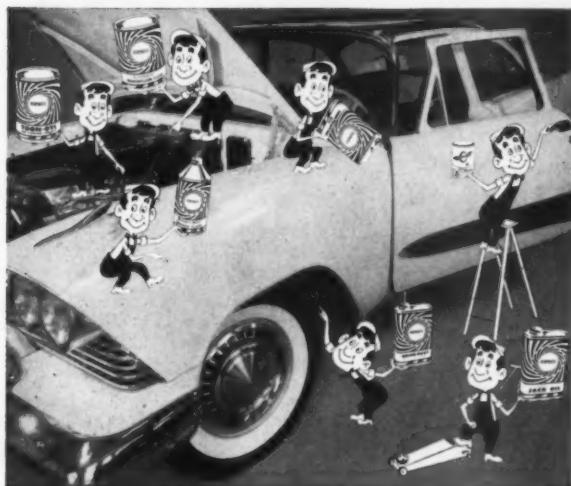




**whatever you clean and polish...**



**whatever you need to seal...**



**whatever needs service oils and fluids... whatever a cooling system needs...**

## **THERE'S A PERMATEX PRODUCT TO DO IT BEST ...MADE FOR THE PROFESSIONAL!**



You spend so much valuable *time* on all these jobs... isn't it logical to do them *right*... with the *best* products? Permatex products cost no more... yet do their jobs better and easier... make your work look good, last longer, satisfy customers more. And they're all made exclusively for you! Chemical products... made for the professional.

Send for your copy of the Permatex Catalog... which tells you how and where to use every member of this famous automotive chemical family. Ask your jobber or write us. Order the Permatex products you need!

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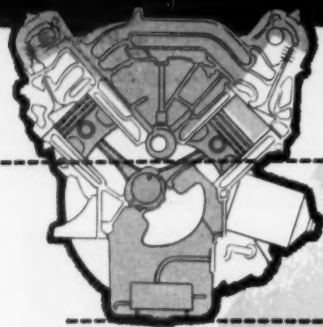
SOUTHERN AUTOMOTIVE JOURNAL for November 1959

Want more facts? Use Reader Service Card Page 113

1

# CASITE PERFORMANCE

is today's big news!



FOR THE FIRING ZONE



FOR THE FRICTION ZONE



FOR AUTOMATIC TRANSMISSIONS



## 3 new CASITE products for 3-zone engine protection are making and holding thousands of customers

In the first nine months of introduction to car owners, Casite sales have more than doubled. Reports from car dealers, independent garages and service stations offer conclusive evidence that these new Casite additives accomplish the results they are recommended for. And Casite dealers are attracting profitable repeat business everywhere!

### Developed and perfected by Motor Engineering Specialists

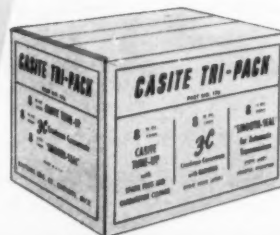
Both Casite and Hastings technical staffs specialize in just one thing—the maintenance of automotive engines. They have kept pace with today's changes in engine construction and operating conditions, and in these Casite products have utilized the latest chemical discoveries to improve engine performance, dependability and longer life. Because of their proved performance, Casite products assure extra sales and profits for you.

**Sell all 3** ... to reduce friction, to keep car engines and automatic transmissions clean and at peak operating efficiency.

### Easy to stock

### Easy to sell

Special Tri-Pack case includes 8 cans Improved Casite Tune-Up, 8 cans new 3-C heavy duty crankcase concentrate, 8 cans new "Smooth-Seal" for automatic transmissions. Available also are complete 24-can cases of individual products.



HASTINGS MANUFACTURING COMPANY HASTINGS, MICHIGAN

Casite Additives, Piston Rings, Oil Filters, Spark Plugs

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

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SOUTHERN AUTOMOTIVE JOURNAL for November 1959



CHUCK NERPEL, Technical Editor of MOTOR TREND, reports: "We take great pleasure in awarding the MOTOR TREND Seal of Approval to GLIDE CONTROL."

## Tested Profit-Maker!

### NEW ELECTRONIC GLIDE CONTROL\*



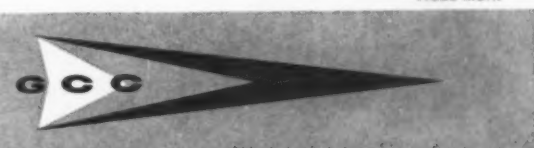
The only dependable,  
low-cost constant speed  
stabilizer for any car

NATIONALLY ADVERTISED! Consumer magazines! Trade magazines! Month after month, GLIDE CONTROL prospects are pre-sold through advertising and publicity.

PROFIT PLUS! GLIDE CONTROL retails for \$29.50 with a big built-in profit for you. Installation takes less than one hour in ANY car. Installation charge is PROFIT PLUS for the dealer.

UNMATCHED PERFORMANCE! GLIDE CONTROL cuts gasoline use up to 25%. Eliminates wasteful "pedal palpitation." Relieves driving fatigue. Maintains constant driving speed automatically. Safe toe-tip control...easy as dimming headlights. Pays the user back its full cost within a few months. Two models available—for 6 and 12 volt systems.

GLIDE CONTROL is sold only through automotive jobbers and wholesalers.  
\*Trade Mark



GLIDE CONTROL CORP. Department SJ-11  
1608 Centinela Ave., Inglewood, California

Please rush details on GLIDE CONTROL performance.

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Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

I am a: (check one) ☐ Distributor ☐ Retailer

CLIP AND MAIL COUPON NOW

Want more facts? Use Reader Service Card Page 113



ANOTHER BLUE STREAK  
SECRET SERVICE TIP FOR YOU.

# SHERLOCK McKANICK and MIKE

"The case of the  
SWITCH THAT ALMOST BURNED"



**MECHANICS:**  
THERE'S NO EXCUSE FOR A BURNT-OUT NEUTRAL SAFETY SWITCH! LET **BLUE STREAK** HELP YOU!

WRITE NOW FOR **BLUE STREAK** SERVICE BULLETIN #90, "HINT FOR BETTER ELECTRIC SERVICE"  
**STANDARD MOTORS PRODUCTS, INC.,**  
37-18 NORTHERN BLVD.,  
LONG ISLAND CITY, NEW YORK.

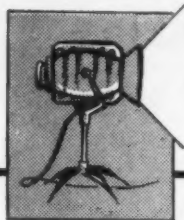


WORLD'S FOREMOST  
HEAVY-DUTY  
IGNITION LINE

**BLUE STREAK**

REGULATORS • SWITCHES • COILS • CONDENSERS • CONTACT POINTS • WIRE AND CABLE





## Automotive **SPOTLIGHT**

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November 1959

SAJ's jobber section has been spliced away to itself. Instead of sandwiching it between the features of general interest and the technical section, the editors have decided to ease wholesalers' monthly search by setting it up in the back of the issue. Hence, you will find it starting this month on page 126. If you're a jobber with the backward habit of reading (which many people use on a newspaper), it'll be a simple matter each month to flip to the back page and begin reading forward. Automotive men are busy people; any time saved is important.

It may still be a 7,000,000-car-sales year in '60. Despite the battle between union and managements in the steel industry, some factory experts are predicting a sharp upturn of around 15 to 20% in new-car sales next year, placing the year's business at around 7,000,000. New and old "compacts" may account for 2,000,000 units.

Listen to what the tire folks are saying about the '60's: "The number of young adults aged 20 to 24 will increase from 11,311,060 to 17,342,000 between 1960 and 1970--an increase of 53.3%." That's just one point cited by B.F. Goodrich Tire Co. executives in visualizing a boom in the period just ahead. Americans are a nation going places on wheels (and that doesn't mean just bicycles), so the automotive industry had reasons for gearing for the much higher car production, as evidenced by expansion of existing plants and the mammoth new Chrysler facility now on the line at St. Louis.

Ford Motor Co. has joined AEA. Automotive Electric Association (see page 15) is composed of manufacturers who supply car factories and also the independent parts distributors. The latter variously offer service and sales facilities and are themselves members of AEA. Grapevine reports at press-time said the Ford parts to be funneled through this new channel would be called "Rouge" or definitely some other name not resembling FoMoCo. Ford officials weren't talking, but it was known that the FoMoCo trade name would remain exclusively with Ford dealers actively wholesaling parts for the factory.

Are car dealers standing in for trouble with the wage-hour-law? NADA's executive vice president, James C. Moore, warned the Oklahoma dealers' annual convention late last month of what he termed a forthcoming attempt to legislate away the car dealers' exemption from this statute. He also reported repeated and recent warnings to NADA's Washington office that the Federal Trade Commission will prosecute for false and misleading advertising. (Some years ago one dealer advertised a popular lower-priced car for a very low figure and then inserted in small type: engine optional, \$800!)

How legal are they, the motor vehicle commissions created in several states in recent years to police new-car distribution so it's restricted to franchised dealers and which define factory-dealer obligations? Chancellor Ned Lentz ruled late last month that the 1955 act creating the Tennessee Motor Vehicle Commission was unconstitutional. He thus upheld Ford Motor Co. in a test case. "Limiting the right of manufacturers to weed out inefficient dealers and those who fail to offer proper service to customers could certainly harm the public," said the chancellor. GM and Chrysler joined Ford as "friends of the court."



In racing  
**CONTROL**  
is imperative!

and in trucks, tractors, and cars

**OIL CONTROL**  
is imperative!



## Sealed Power KromeX piston ring sets with stainless steel oil rings control oil!

In just two short years *the* stainless steel oil ring has won acceptance with mechanics and car manufacturers.

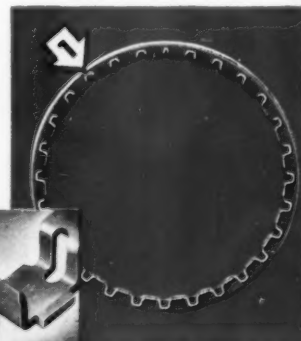
New design... new material... fully tested! These rings come in fast, control oil even under high vacuum conditions or in tapered and out-of-round bores.

*Just one of the reasons why...*

They hold their fit in the cylinder bore. Sealed Power stainless steel oil rings are self-expanding. The new end abutment design gives them the greatest flexibility ever built into an oil ring.

When compressed in the cylinder, the correctly engineered number of spring tension points provide uniform outward pressure—without any back-up springs or shims (*see arrow 1*).

An equal number of sturdy shoulders supporting each steel rail produce complete contact with the cylinder wall (*see arrow 2*).



SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

## Sealed Power KromeX Ring Sets

BEST FOR RE-RING!

BEST FOR RE-BORE!





## Automotive MARKETS

### Kansas "Genuine Parts" Law Ruled Invalid

A SPECIAL three-judge United States District Court seated in Wichita, Kan., has held unconstitutional and unenforceable the "original equipment" provisions of the Kansas statute governing replacement mufflers on motor vehicles.

According to T. O. Ulmer, vice president of The AP Parts Corp., which instituted the suit to restrain the enforcement of the act, attorneys are now preparing the necessary documents to carry the court's decision into effect and to make the injunction permanent.

AP obtained a temporary restraining order on July 29 to prevent the Kansas State Highway Commission from putting the law into effect. The action was instigated, Ulmer said, to protect the rights of the company's wholesalers and dealers to sell and install replacement mufflers.

The Kansas law read in part: "Any replacement for any muffler must in all respects be equivalent to the muffler that was original equipment when such motor vehicle was delivered new from the factory."

His company's complaint, Ulmer said, pointed out that original equipment mufflers "are simply a personal selection of design, material, performance, tone, sales appeal and cost based on the collateral thinking of that particular manufacturer at the time. It most certainly is not a 'standard' of anything ascertainable in any objective fashion."

The court ruled on Oct. 12 that the sections of the law setting up the original equipment muffler as "standard" were unconstitutional, thereby rejecting the "genuine parts" philosophy which had been enacted into legislation for the first time.

"We are gratified," Ulmer said, "to see this unfair law struck down by the United States District Court, as AP and all automotive

parts trade associations have been fighting the 'genuine parts' concept for years."

### AC Replacement Sales Hit All-Time High

AN ALL-TIME model-year sales record for replacement products—chiefly spark plugs, oil filters and fuel pumps—has been announced by AC Spark Plug Division of General Motors.

Replacement sales for the 1959-model period, covering the 12 months ending September 30, were about 11% over 1958, the best previous model year, according to Joseph A. Anderson, GM vice president and AC general manager.

September was the best single replacement business month in AC's 51-year history, General Sales Manager E. H. Francois announced. That month, he said, was 14% above the highest prior month, December 1958, and 22% above the same period a year ago.

Spark plug sales in September were about 21% ahead of a year ago, he said, and oil filters were up 35% and sales of fuel pumps 29%.

### Trade-Ins for Mercedes Are 80% Domestic Cars

EIGHTY per cent of trade-ins for Mercedes-Benz cars have been domestic makes with only 20% foreign cars, according to L. A. Fleener, president of Mercedes-Benz Sales, Inc., a Studebaker-Packard Corp. subsidiary.

Of the trade-ins, Fleener said, 20% were high-priced domestic cars, but 30% were cars of medium price and 30% were low-priced American makes.

Despite limited allocations of cars from the factory in Germany, he said, nearly 9,000 new cars were delivered through August this year, compared with 7,400 sold during the entire year of 1958.

"Ours contains that secret ingredient XYZ 125—whatever the devil that is."



# Here for 1960 *and Chevrolet dealers have 'em...*



## TRUCKS WITH TOTAL NEWNESS!

Watch and see—these totally new Chevy trucks are going to make hauling history. With revolutionary torsion-spring front suspensions . . . with new rear suspensions that include wide-based coil springs in many light-duty models, variable-rate leaf springs in medium- and heavy-duty models . . . Chevrolet's got a ride you have to feel to believe. A ride that eliminates I-beam shimmy and wheel fight. A ride that makes handling far easier. A ride that allows faster safe speeds on or off the road to get more work done in a day's time.

That's one history-making advantage. The other big one is Chevrolet's all-new bulldozer durability. With new torsion springs soaking up road shock and vibration . . . with new strength and rigidity in frames, in sheet metal, in roomier-yet-lower cabs . . . these '60 models are tougher than any Chevy trucks ever made. Tougher than trucks long famous for long life!

With these advantages—based on a whole new approach to truck engineering and design—Chevrolet dealers are telling the greatest truck story the industry has seen in a good many years . . . selling the biggest, brawniest lineup of haulers ever to wear the Chevrolet emblem! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Anything less is an old-fashioned truck!*







# Automotive NEWS BRIEFS

JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
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## Looking Ahead

### DEALERS

- Nov. 15-17—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Nov. 21-23—Annual convention of Arkansas Automobile Dealers Association, Hotel Arlington, Hot Springs.
- Jan. 17-19—Annual convention of National Independent Automobile Dealers Association, Eden Roc Hotel, Miami Beach, Fla.
- Jan. 30-Feb. 3—Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.
- Feb. 14-15—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- Feb. 17—Annual business-legislative meeting of South Carolina Automobile Dealers Association, Hotel Wade Hampton, Columbia.
- April 24-26—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- May 1-3—Annual convention of Georgia Automobile Dealers Association, British Colonial Hotel, Nassau, B. W. I.
- May 1-3—Annual convention of Texas Automotive Dealers Association, Corpus Christi.
- May 5-6—Annual combined conventions of Kansas Motor Car Dealers Association and Missouri Automobile Dealers Association, Hotel Muehlebach, Kansas City, Mo.
- May 13-14—Annual convention of South Carolina Automobile Dealers Association, Francis Marion Hotel, Charleston.
- Jan. 28-Feb. 1, 1961—Annual convention of National Automobile Dealers Association, San Francisco.
- Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

### GARAGEMEN

- Jan. 8-9—Mid-year board meeting of Independent Garage Owners of America, Tulsa, Okla.
- March 25-27—Spring convention of Independent Garagemen's Association of Texas, Dallas.
- July 7-9—Fifth annual convention of Independent Garage Owners of America, Dinkler Plaza Hotel, Atlanta, Ga.



"Watch him come up with some hard-luck story he can't pay his bill."

### WHOLESALEERS

- Nov. 18-19—First annual convention of South Carolina Automotive Wholesalers Association, Hotel Wade Hampton, Columbia.
- Nov. 22-23—Annual convention of Georgia Automotive Wholesalers Association, Heart of Atlanta Motel, Atlanta.
- Dec. 4-11—Annual meeting and manufacturers-distributors conference of Automotive Electric Association, Edgewater Beach Hotel, Chicago.
- Jan. 21-23—Regional conference of Automotive Electric Association, Biltmore Hotel, Atlanta, Ga.
- Feb. 7-9—Officers' meeting of Automotive Affiliated Representatives, Manhattan Hotel, New York.
- Feb. 8—General meeting and election of officers of Automotive Booster Clubs International, Park Sheraton Hotel, New York, with annual all-industry banquet at Astor Hotel Feb. 10.
- Feb. 8-9—Annual convention of Automotive Service Industry Association, Carnegie Hall, New York City.
- Feb. 9—Automotive Affiliated Representatives breakfast meeting, Astor Hotel, New York.
- Feb. 10-13—Automotive Service Industry Show, Coliseum, New York.

- March 17-19—Regional conference of Automotive Electric Association, Gunter Hotel, San Antonio, Texas.
- March 23-24—Spring convention of Virginias-Carolinas Automotive Wholesalers Association, Sedgefield Inn, Greensboro, N. C.
- March 24-27—Southwest Automotive Show, Automobile Building, Dallas, Texas.
- April 23—Annual convention of Automotive Wholesalers of Oklahoma, Skirvin Hotel, Oklahoma City.
- June 1-4—Annual convention of Automotive Engine Rebuilders Association, Netherland-Milton Hotel, Cincinnati.
- June 4-6—Annual convention of Automotive Wholesalers Association of Tennessee, Castle in the Clouds Hotel, Chattanooga.

### GENERAL

- Jan. 25-28—33rd annual Automotive Accessories Manufacturers Association exposition, Navy Pier, Chicago.
- Oct. 5-7, 1960—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.
- Oct. 15-23, 1960—National automobile show, Cobo Hall, Detroit.

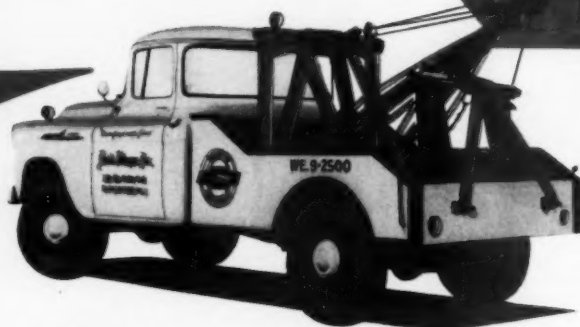


**"Why not GO AFTER new BUSINESS  
as these DEALERS are DOING?"**

**Let HOLMES PUT  
YOUR Shop On The ROAD  
To GREATER PROFITS . . .**

It's a rather significant fact that leading Car Dealers throughout the nation are now modernizing their service, with new HOLMES WRECKER EQUIPMENT. Why? Well, the reason is obvious. *Modern Wrecker Service* has today become increasingly important, as a means of developing new and profitable service business. Shops with such a road unit can easily expand their Service operations by simply going out and actually bring-in jobs they would NOT otherwise be able to obtain.

Road Service does provide the only contact with many customers and, is therefore, the key to a vast source of highly profitable shop work. Why NOT go after the BIG PROFIT JOBS in your community? HOLMES offers a wide choice of wreckers, each varying in size, capacity, and earning ability. Send TODAY for model specifications, prices, and full details.



**HOLMES 400 WRECKER**—A small, power-operated unit with a rated 4-ton capacity. Built for light pick-up and towing. Handles all cars and may be installed on a truck of ½ to 1½ ton capacity.



**HOLMES 525 WRECKER**—An all-purpose unit with a 12-ton capacity. Ideal for handling all cars and average trucks. It is power-operated and capable of performing a wide variety of work. Fast, versatile and economical to operate. Moderate size for installation on a Truck of 1½ to 2 ton capacity.



**HOLMES 650 WRECKER**—A power-operated, Heavy-Duty model with a rated 20-ton capacity. Built with power for Big Jobs yet flexible enough for light cars. For trucks of 3- to 5-ton capacity.

**HOLMES**  
*Wrecker Equipment*

**ERNEST HOLMES COMPANY**

Chattanooga 7,

Tennessee

## Virginia Dealers Elect Joe Hill President

**J**OE L. Hill of Roanoke was named president of the Automotive Trade Association of Virginia at the annual convention last month at Richmond.

Other officers are Irving B. Kline of Norfolk, first vice president; Burton Kephart of Arlington, second vice president, and C. B. Gifford of Norfolk, third vice president.

Convention speakers included Frank Tighe, editor of *Motor Age*, who addressed the Old Timers breakfast; Herbert L. Galles of Albuquerque, N. M., president of the National Automobile Dealers Association, and Warren A. King of *Life* magazine. A workshop, "Keys to Profit," was conducted by Dave Reese, Oldsmobile dealer of Drexel Hill, Pa., at which attendees received a workbook.

Concluding business session heard Dr. Herbert True of South Bend, Ind., and Captain R. B. King, safety officer of the state police.

Outgoing President J. R. Chapman of Danville received a silver punch bowl and tray in appreciation of his leadership, while Past President John P. Hughes of Lynchburg presented the new

president with a traditional gavel made from wood from a tree in each of Virginia's ten congressional districts.

Entertainment for the ladies included bingo, a luncheon and fashion show. GMAC, Universal Underwriters and Universal C.I.T. Credit Corp. hosted a number of hospitality parties.

## Ford Will Expand Nashville Plant

**P**LANs for an addition of 274,000 square feet of floor space to its Nashville (Tenn.) glass plant—already the world's largest automotive glass-producing facility—have been announced by Ford Motor Co.

The capacity will be doubled, according to A. R. Wardrop, general manager of the company's glass division in Dearborn, Mich. When completed, the Nashville facility will contain nearly 1,500,000 square feet.

Construction, expected to begin as soon as engineering planning is completed—probably this month—will be finished early in 1961. Added operations will increase employment by about 400 jobs, it was announced. The plant now employs 2,000.

The Atlanta (Ga.) Ford assembly plant was doubled in size two



Carl G. Wallace, manager of the Mississippi Automobile Dealers Association for the last several years, is returning to the practice of law, joining the Jackson firm of Robertson & Cruthirds, whose name has been changed to Robertson, Cruthirds & Wallace. He will remain with MADA, however, until Jan. 1 or until his successor is named.

years ago, making it among the largest (1,000,000 square feet) in the nation. The company also completed an aluminum castings plant at Sheffield, Ala., two years ago.

## GM Public Relations Ups Louisiana Native

**A**PPPOINTMENT of George C. Peters, a native of Madisonville, La., as business manager of the General Motors' public relations staff, succeeding Leroy H. Kurtz, who retires after 40 years with the company, has been announced by Anthony G. De Lorenzo, GM vice president in charge of public relations.

Prior to joining the public relations staff in Detroit in 1954, Peters was accounting manager for General Motors Acceptance Corporation at Shreveport, La. He started with GMAC in New Orleans in 1938.

## Little Rock Picks Terry

Horace Terry has been elected president of the Greater Little Rock (Ark.) Automobile Dealers Association. Other officers are Fred Balch, Jr., vice president; George H. Benjamin, secretary, and Walter Jennings, treasurer.



exclusive shrink-resistant, twist-proof,  
easy-on, easy-off, Fel-Pro Felcoid means  
you'll get . . .

## EXTRA PROFITS on every job!

- 1 Felcoid fits right . . . Shrink resistant, it clips on quickly and easily, fits perfectly everytime!
- 2 Seals tight . . . Felcoid literally hugs the metal, impervious to oil, gas, water, protects the job better by sealing in the protection — sealing out damaging road grime.
- 3 Saves installation time . . . Misfitting oil pan gaskets that waste your profit-time are a thing of the past. Felcoid is always the "right shape and size" when you buy it.
- 4 Removes in one piece . . . No need to scrape sticky particles off of block or pan . . . Felcoid comes off as easy as it goes on.
- 5 Makes jobs more profitable . . . Because you're assured of a perfect-fitting, time-saving, money-making gasket each time . . . Felcoid is carefully made to precision standards.

no other pan gasket gives you all the  
**EXTRA VALUES** YOU'RE SURE TO GET WITH  
**FEL-PRO FELCOID**

434R

Ask your Jobber to show you a Felcoid Oil Pan Gasket . . . That's one way of seeing for yourself just what we mean when we say Extra Values! Twist it yourself . . . Feel how strong yet resilient it is. Once

you've used Felcoid you'll demand it for every oil pan you drop. And, you get Felcoid in hundreds of Fel-Pro Head and Full Gasket Sets . . . All the modern models include Felcoid. See your Jobber soon.

*Serving the sealing needs of cars, trucks, buses, tractors,  
small engines and industrial engines . . . since 1918*

# FEL-PRO

FELT PRODUCTS MFG. CO., SKOKIE, ILLINOIS (CHICAGO SUBURB)





OADA's officers for the new year are (l. to r.): W. H. Cobb of Ponca City, vice president; Jack Clark of Oklahoma City, reelected secretary-treasurer; Judson Bryan of Stillwater, retiring president; Frank Kitchens (Buick-Cadillac) of Lawton, president, and Roy Tant, secretary-manager, who headquarters at Oklahoma City.

## Oklahoma Dealers Told Bright Skies Ahead

**O**PTIMISM and pessimism for the future of the retail automobile business were perceived by two of the principal speakers who addressed the 26th annual convention of the Oklahoma Automobile Dealers Association in Tulsa, Oct. 25-26.

H. L. Galles of Albuquerque, N. M., president of NADA, predicted 1960 sales in excess of 7,000,000 units and told association members to forget their fears.

"It's a grand year ahead," he

Tom Abbott (left) of Fort Worth, Texas, and H. Mead Norton (right) of Oklahoma City figured in a public controversy over the now-defunct Authorized Dealer Survival Association, sponsored by Norton as a thorn in the side of NADA. Here, at the head table at OADA's convention, all seems to be forgiven. Both are directors of NADA.



continued, "and if we all do our parts we'll all profit by it."

He also emphasized that "We must recruit young men and to do this we must make our business attractive to them. What's wrong with making a decent profit?"

About 24 hours later, U. S. Senator A. S. "Mike" Monroney of Oklahoma, acclaimed at least in his own state as foremost champion of the franchised dealers, found the outlook considerably less bright. Assuming the steel

## Jobber Section Now in Back of SAJ

To simplify departmentalization and reader interests, the "Southern Jobbers and Factory Men" section of SAJ will henceforth appear in the back of each issue. The department begins on page 126 this month.

strike deadlocked, he said:

"Facing your greatest year, you men are marked to be the No. 1 victims of the biggest shakedown in history. This one is for keeps and will set wage patterns for the next ten years. It means that car makers will turn to Europe for steel and, finding quality at prices below domestic steel, will continue to buy abroad, thus retarding recovery of our own steel industry and our economy."

He had previously noted—in presence of both Galles and James C. Moore, executive vice president of NADA—that a senate bill by Senator Schoeppel of Kansas has the blessing of NADA, instead of Monroney's own version. Monroney carefully pointed out superlatives of his legislation as he sees them. (By resolution, OADA voted to support the Monroney bill.) He said foreign-car competition demands a coats-off attitude.

President Alan G. Rude (right) of Universal C.I.T. Credit Corp. hands the first retirement check to J. H. Peebles, who retired Oct. 31 after 31 years' association with C.I.T. and more than 15 years as division head in Atlanta. "Mr. Peebles has been one of our company's most effective and respected field executives," commented Rude. Louis H. Keen, Jr., who had been Peebles' understudy and who joined C.I.T. in 1937 as an adjuster at Roanoke, Va., has assumed Peebles' office.



*In shock absorbers...*

It's  
what's  
inside  
that  
counts!

Don't just check these superior Columbus features yourself. Ask your jobber to get you the "No. 77 Merchandiser"—exclusive with Columbus—a plastic shock absorber with real factory parts, real hydraulic fluid, that lets customers SEE why what's inside Columbus counts most in comfort and safety.

3 Great Shock Absorbers

*Velvet-ride*  
**Level-ride**  
*Luxury-ride*

For Catalog and Price Sheets, ask your jobber or write

**HECKETHORN MFG. & SUPPLY CO.**

Dyersburg, Tenn.

Another Quality **•HECO•** Product



**COLUMBUS**

LICENSED BY DE CARBON

## Ford Joins Parts Association

**F**ORD Motor Co. is now a member of Automotive Electric Association, the international association founded April 16, 1917, and which distributes original equipment parts through independent outlets rather than through franchised car dealers.

No formal statement was immediately forthcoming from Ford executives, although the directors of the National Automobile Dealers Association some weeks ago expressed concern over rumors that Ford might distribute parts through other than its dealers.

AC Spark Plug and United Motors Service Divisions of General Motors have been manufacturer members of AEA for years. AEA manufacturer members supply both the original equipment (car factory) field as well as the aftermarket industry.

Recent surveys have shown car dealers' share of the service industry (and therefore their parts-sales volume) declining, while the slice for independent garages and service stations has been expanding.

AEA, whose executive secretary, J. Howard Reed, headquarters at Detroit, describes itself as "an international organization whose members are engaged in the manufacture, distribution and service of specialized original equipment units and parts for automobiles, trucks, tractors and other motorized equipment."

Gene P. Robers of Carter Carburetor, St. Louis, Mo., is president. Vice presidents are W. E. Blank of The Electric Autolite Co., Toledo, who is chairman of the Manufacturers Division; T. H. Van Rensselaer of Electric Equipment Co., Los Angeles, who is chairman of the Central Distributors Division, and H. A. Stiefvater of Stiefvater Electric Co., Utica, N. Y., who is chairman of the Service Distributors Division. The secretary-treasurer is A. H. Knorr of Knorr-Maynard Co., Detroit.

According to AEA, the three divisions are composed as follows:

Manufacturers "engaged in the manufacture of automotive electrical systems, carburetors and other related specialized units which are used as original equipment and which characteristically require specialized maintenance service."

Central distributors who "stock the products of manufacturers they represent. Resell largely to wholesalers. Provide technical and sales training. Render warranty and maintenance service in keeping with manufacturers' policy."

Service distributors: "service distributors are wholesalers who, as part of their regular business, provide drive-in facilities and maintain qualified mechanics for repair and service of original equipment parts."

AC and UMS divisions of GM for years have distributed through independent wholesalers, while at times the detailed workings of the distribution pattern of certain GM parts through franchised dealers and independent wholesalers have been altered.

AEA announced last month it would hold six regional conferences, which usually are held every year or two. The Southern meetings will be held Jan. 21-23 at

the Biltmore Hotel in Atlanta and March 17-19 at the Gunter Hotel in San Antonio, Texas.

Said the AEA announcement:

"These regional conferences will provide an opportunity for the manufacturer members to meet with their distributor accounts in each region to discuss new-product information, current sales and technical service programs and other matters of mutual interest in the automotive services industry."

"Each conference will last three days. Each day will be devoted to manufacturer-distributor general meetings and group conferences in sales and service problems and there will be special meetings and seminar sessions on the following subjects of particular interest to the distributors in attendance:

"1.—Business management for small business.

"2.—Sales and markets.

"3.—Shops.

"4.—Tune-Up market potential."

The bulletin also said:

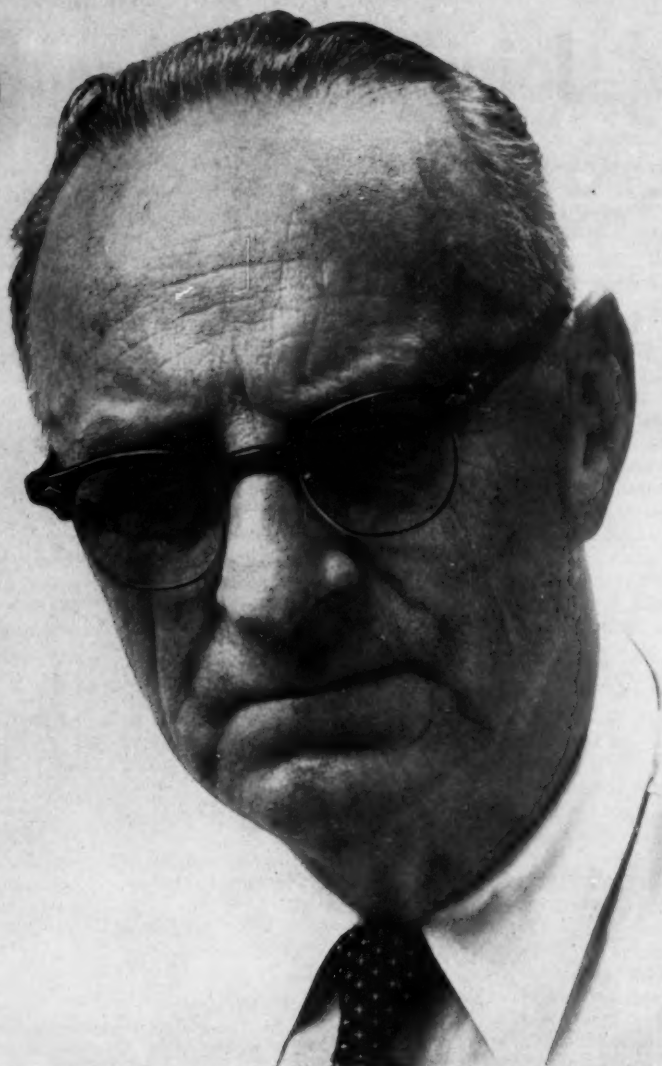
"In addition to a group luncheon for AEA service distributor members, there will also be a cocktail party and banquet sponsored by the AEA manufacturers for all at-

(Continued on page 84)

New officers of the Florida Automobile Dealers Association are (l. to r.): Earle B. Lokey of Lokey Motor Co. (Oldsmobile), Clearwater, secretary-treasurer; James L. Ferman of Ferman Chevrolet Co., Tampa, president, and M. R. Young of Young Chrysler-Plymouth, Inc., Fort Lauderdale, first vice president, with Joe Blank of West Palm Beach, the immediate past president. (Story on page 84.)



*smart  
buyer  
wants to  
know*



## **"What's so different about Yankee mirrors?"**

Know-how, that's what! *Yankee* know-how is responsible for making the handsome #526 visored mirror so unique, so appealing...so troublefree it never needs adjusting! Set it. Lock it. Forget it. What's more, the glass can't fall out—it's compressed in a water-tight gasket.

And, because every mirror in the *Yankee* line is built to these uncompromising standards, every *Yankee* mirror carries the famous "Life-of-the-Car" guarantee. It's no wonder *Yankee* makes more friends, more customers, more sales for you. Get the complete *Yankee* mirror program from your *Yankee* Rep or write today.



**YANKEE METAL PRODUCTS CORPORATION, NORWALK, CONNECTICUT**



**AC SELLING SLANT OF THE MONTH!**

**MONEY-MAKING FACTS FOR DEALERS**

Now . . . AC announces  
the only complete electronic  
spark plug analyzer . . .



# The new ACilloscope!

The Sales Tool that the Spark Plug World has been waiting for . . .  
• Lightweight • Easy to Use • Easy to Read • Does Complete Analyzing  
Job • Built To Last • Immediate Delivery • Complete Sales Package At  
One Low Price • Full AC Warranty

This adds up to more Sales and Greater Profits for You!





## SELLING SLANTS

MONEY-MAKING FACTS

# ACilloscope does the complete job!

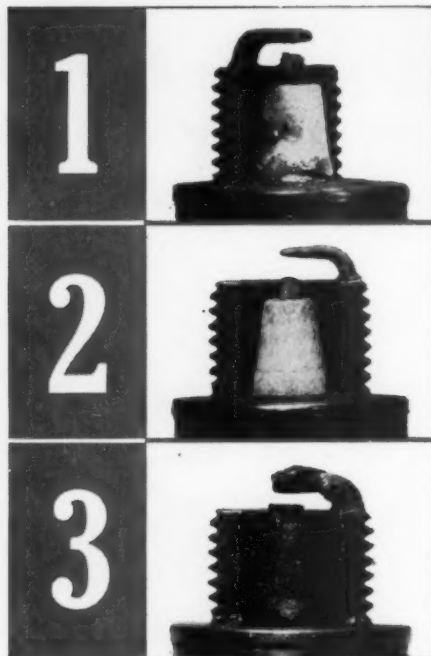
No. 1 . . . DETECTS LEAD FOULING. The ACilloscope is the only electronic analyzer that detects lead fouling, which causes up to 85% of spark plug failures. Moreover, it shows this condition from the start.

No. 2 . . . DETECTS ELECTRODE WEAR. Wear widens gaps. Engines miss at high speed and under extreme loads. The ACilloscope detects this condition, even when it is just starting.

No. 3 . . . DETECTS OIL, GAS FOULING. Deposits from combustion cause many spark plug failures. The ACilloscope points out this condition . . . and here again, it shows it from the start.

### SHOWS ALL OTHER CONDITIONS, TOO!

The above conditions are the major causes of spark plug failure. The ACilloscope not only detects them, but also reveals all other conditions . . . improper gaps, cracked insulators, reverse polarity and flash-over. Only ACilloscope assures you of a complete analysis job.



## Presto! it's in use!

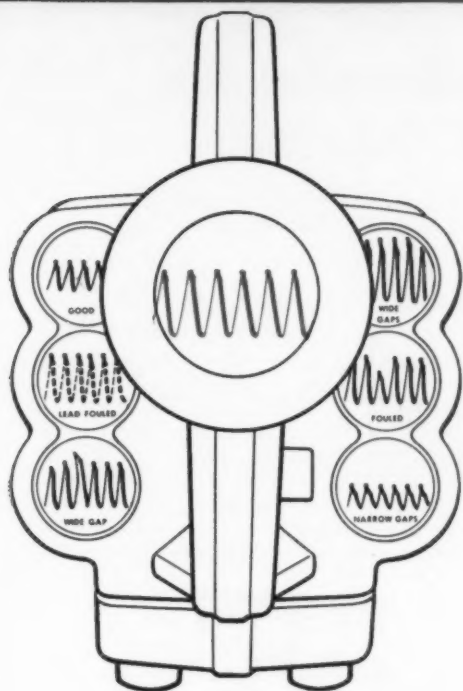
It takes only four simple connections. You connect red "T" connector to the distributor center tower. You connect black trigger lead to the most convenient spark plug lead at the distributor. Then, you connect battery clips to positive and negative battery posts. Makes no difference which. No chance for error. Allow a few seconds for scope warm-up. When green light shows on screen, have motorist start engine. The ACilloscope is in ACtion!



Give your customers this fast,

# OF THE MONTH !

## FOR DEALERS



## Simple and easy to read, no training required!

You're looking into the business end of the ACilloscope, with the key to reading it printed left and right of the central picture. As you can see, you can easily match the pattern you see in the center with the various conditions shown on the key patterns. That's all there is to it. Anyone can read it, with no training at all—servicemen and customers alike.

The ACilloscope features a locked-in circuit, and a conveniently located tuning knob to expand the pattern when studying conditions.



## First 25,000

### ACilloscope dealers to be listed in national advertising!

Now . . . AC offers you a big national advertising bonus, when you purchase the ACilloscope. The first 25,000 ACilloscope dealers will get their names and addresses listed in a dramatic four-page advertisement scheduled to appear in *The Saturday Evening Post* early next spring. These names will be selected on the basis of the first 25,000 Warranty Cards returned to AC. Thus, your name will be placed before thousands of performance-conscious motorists in your marketing area. You'll be recognized in the most select company in the automotive after-market. AC will send you an advance copy of the ad so you can tie in locally to reap the full benefit of this great national promotion.

## efficient spark plug service!



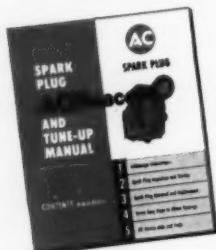
## SELLING SLANT OF THE MONTH!

MONEY-MAKING FACTS FOR DEALERS

### You get this big sales-maker package when you buy the ACilloscope

You start making additional spark plug sales right away, when you get your ACilloscope. The ACilloscope comes to you — not as just a selling tool — but as a complete selling-package.

**WINDOW TRIM**—These four colorful pieces give you a choice of what to say on your window. You can display one, two, three or all four.



**SERVICE MANUAL**—Here's one of the most complete spark plug service manuals ever compiled. It shows spark plug removal and installation methods for the difficult, as well as the simple applications. It gives simple seven-step procedures to help train attendants, and complete instructions for the best use of the ACilloscope.



**CHART FOR EASY READING**—Your customers will be interested in this chart. It shows spark plug conditions, and corresponding readings on the ACilloscope.



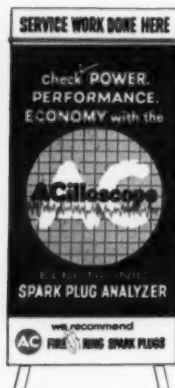
**SLIDE RULE**—This handy pocket slide rule will be a real help when you're talking to customers.

#### TOTAL PACKAGE PRICE

ACilloscope and  
Selling Tools . . .  
DEALER PRICE

**\$44<sup>95</sup>**

No Qualifications



### You also get these big extras FREE after receiving your ACilloscope!

As the purchaser of an ACilloscope, you will be contacted by an AC representative, who will deliver the all-metal driveway sign and the decal. If requested, the representative will assist you in setting up a spark plug service center.

**ALL METAL DRIVEWAY SIGN**—This colorful all-metal driveway sign reminds motorists that you do service work. It's 26" wide by 48" high.

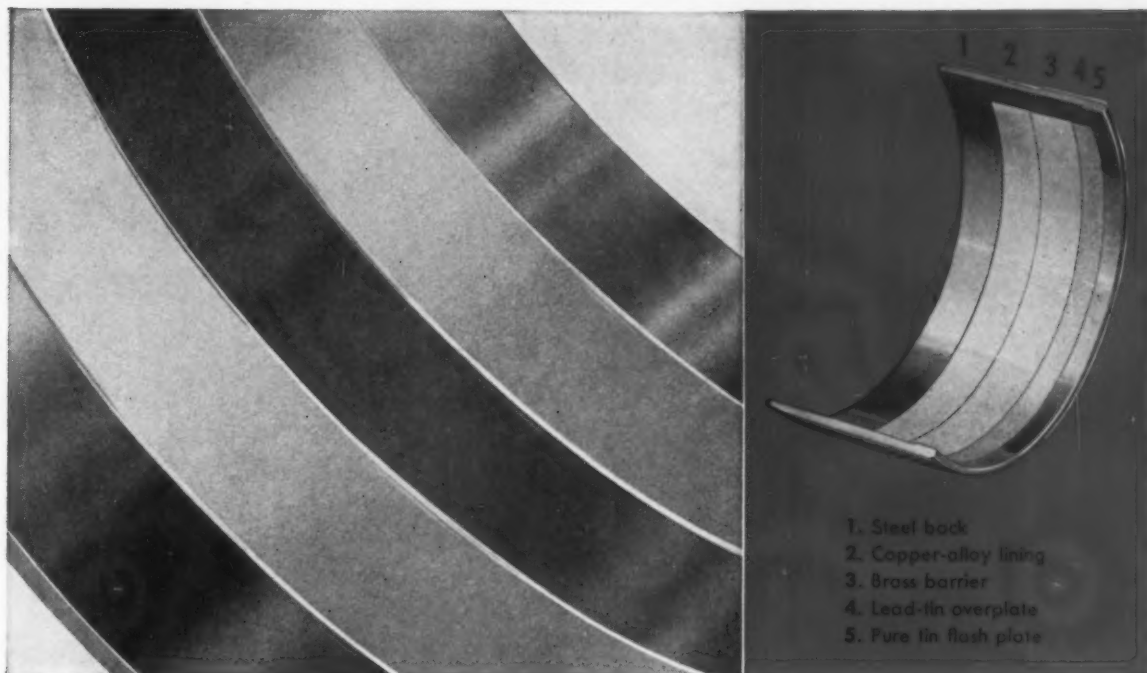
**PERMANENT IDENTIFICATION**—This decal gives you a permanent identification as a spark plug service center.



**A BIG BONUS!** The first 25,000 dealers, who buy the ACilloscope, will be listed in a giant four-page AC Spark Plug ad in *The Saturday Evening Post*.



Better products, *faster*, from your Federal-Mogul jobber:



Federal-Mogul "pours" extra mileage into this bearing...  
just one of thousands of types and sizes



Pure copper-lead powder is one of *five* layers—each vital to long bearing life, real customer satisfaction

Every tiny particle of this super-fine metal powder is an alloy—a perfect proportion of copper for strength, and lead for softness. Federal-Mogul makes it by a patented process to give bearings *extra-long* service life.

Sintered engine bearings actually are made in *five* layers: 1. Steel back for strength and bond; 2. Copper-lead sintered lining; 3. Brass barrier for lining stability; 4. Lead-tin overplate for smoother "break-in"; 5. Pure tin flash plating for corrosion resistance. They're the finest-quality engine bearings on the market today.

Whatever type or size bearing you need to rebuild like-new performance into cars or trucks, you'll find it in the complete Federal-Mogul line. You'll get fast service on thousands of types and sizes from your Federal-Mogul jobber. Call him today.

**FEDERAL-MOGUL ENGINE BEARINGS**

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN





**ONLY RAMBLER DEALERS SELL** the world's best-selling six-cylinder station wagons. Above is the new 1960 Rambler Cross Country.

## THE WORLD'S LARGEST BUILDER

# The New Standard of Basic Excellence...



**HERE BY POPULAR DEMAND!** Tens of thousands of motorists asked for a four-door model of America's economy king—the Rambler American. Only Rambler dealers can sell it—America's thriftiest four-door sedan. Also available in the popular two-door sedan and station wagon models. Family-size automobiles with full five-passenger room. No other car but Rambler offers all these most wanted luxuries: Airliner Reclining Seats, Automatic Transmission, Deep-Dip Rustproofing, Single Unit Construction\*, Twin-Grip Differential, Self-Adjusting Brakes. Bonded brake linings.

**Ahead by 10 years and 25 billion owner-driven miles**

Every dealer wants a compact\* car to sell today, but only Rambler dealers can sell a compact car that is beautifully new in styling—yet proved by 10 years and 25 billion owner-driven miles.

Only Rambler dealers can sell the Best of Both: Big Car Room and Comfort, plus Small Car Economy and Handling Ease. Only Rambler dealers can sell owner-proved economy, backed by Mobilgas Economy Run Records. Only Rambler dealers can sell official highest resale value.

Yes, only Rambler dealers can sell the most imitated car in the world. Better write the Director of Dealer Development, American Motors, Detroit 32, Michigan.

**THE RAMBLER DOLLAR IS A BIGGER DOLLAR FOR RAMBLER DEALERS, TOO**



\*Trademark American Motors



At top right is the new Rambler Four-Door Sedan.



**3 WIDE SEATS, 5 BIG DOORS.** Only Rambler dealers sell a 3-seat compact station wagon with the economy everyone wants, plus big family room millions need. The tailgate is a fifth door.



**EASY TO ENTER.** Rambler dealers don't have to apologize or try to explain too-low doors. High, wide doors let Rambler buyers step in, not stoop in. Interior is completely new for 1960.

## OF COMPACT CARS ANNOUNCES NEW RAMBLER FOR '60

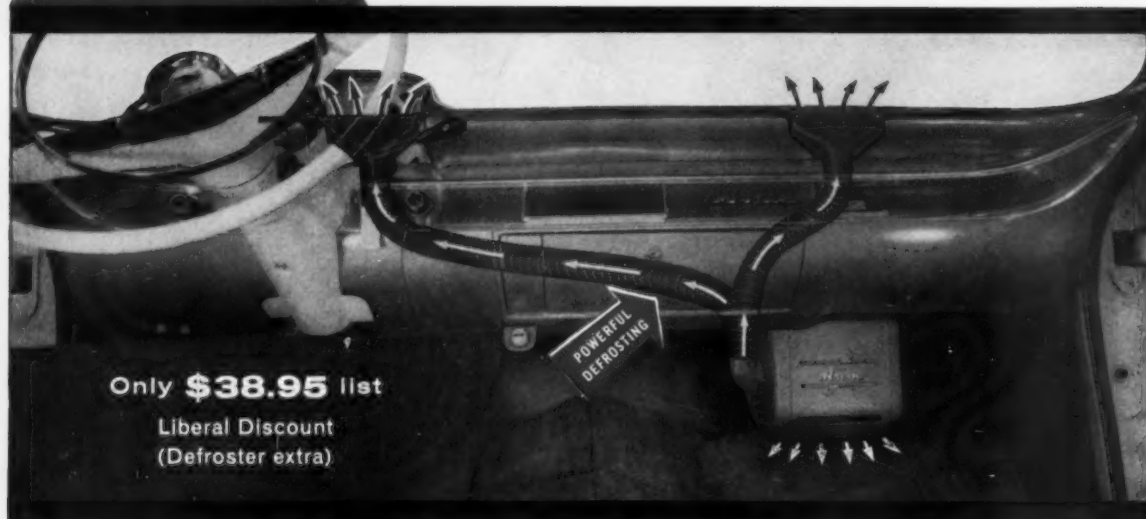
**NEW 1960 AMBASSADOR V-8 BY RAMBLER.** Rambler dealers sell the only compact luxury car—all the fine car features plus the extra luxury of easy handling. The Ambassador is priced close to the lowest, has highest resale.



# Arvin

a world of warmth

*halves your heater costs!*



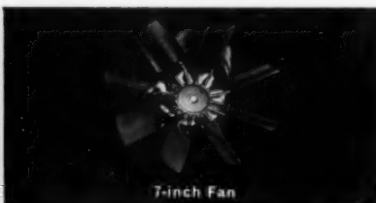
## ARVIN SERIES "20" UNIVERSAL RECIRCULATING HOT WATER CAR HEATERS SAVE UP TO \$40 OVER CAR-FACTORY MODELS!

Space-saving, money saving . . . and profit winning! That's what you can expect—and get—from an Arvin car heater. No other heater comes even close to Arvin in down-to-earth value. Arvin gives you a big *selling* edge—and a big *profit* edge on all car installations!

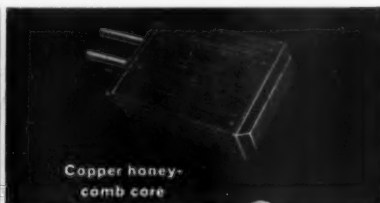
Out-performs heaters costing far more—The big "heart" of this heater is a honeycomb core, with 2800 inches of radiating surface. Big 8-blade, 7-inch fan circulates *all* the air in average sedan every two minutes. Easily installed.



6 or 12-volt Models



7-inch Fan



Copper honey-comb core

**CARS**—1959 Ford, Chevrolet, Plymouth, Dodge, DeSoto, Studebaker

**TRUCKS**—1959 Chevrolet, Dodge, Ford trucks and most prior models

SEE YOUR ARVIN DISTRIBUTOR

**ARVIN INDUSTRIES, INC. • COLUMBUS, INDIANA**

Arvin also manufactures Radios and Phonographs, Portable Electric Heaters, Electric Home Heating, Ironing Tables, Leisure Furniture, Barbecue Grills, and Car Mufflers

**PERMANENT SHOW SPACES**

Chicago: American Furniture Mart—Space 501-2  
New York City: 1150 Broadway—Space 614

*First in Car Heaters since 1921*





# McQUAY- NORRIS

makes the finest engine and  
chassis parts in the world



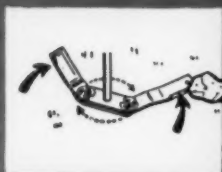
Complete line. Broad coverage.  
Highest quality. Easy to install.  
Fast, nearby service.

McQUAY-NORRIS MANUFACTURING CO.  
ST. LOUIS • TORONTO

# Certified...

## Automotive Trade's only POWER MOWER with "CRANKSHAFT PROTECTION" GUARANTEE!

**Look, for 1960...** Certified gives you far more to sell than just price alone! Certified now unconditionally guarantees every rotary against crankshaft damage—thanks to Deflector Blade with "hinged tip" that swing back on impact and absorb shock. Think what a sales weapon you have in your hand when you tell prospects how Deflector Blade positively eliminates the greatest cause of all rotary mower expense. And furthermore, is guaranteed to do it! No other mower—and we repeat—no other mower in your field, gives you such a powerful selling edge!



### Certified Helps You Get the Rest of the "YARD AND GARDEN" BUSINESS, TOO!



Model 5455  
28"  
8-bushel capacity

**Certified**

**Fold-away  
LAWN  
SWEEPERS**

Model 5415  
20"  
4-bushel capacity

**Certified**



self-propelled  
**POWER LAWN SWEEPER**  
Model 5365—28"  
8-bushel capacity

**Certified**



self-propelled  
**POWER ROTARY  
TILLER**

Model  
5300

**LAWN SCOUT**

**POWER  
EDGER-TRIMMER**

Model 5399

One tool  
does two  
jobs!



# Certified power mowers are built to perform... designed to sell...**PLANNED TO COVER EVERY CUSTOMER NEED**

## Feature-Packed Self-Propelled ROTARIES Model 2227 - 22" with 2-speed shift drive

Speed choices for all lawn needs. "High" for straight-a-way, "Low" speed range for hills and heavy work... "Neutral" for free-wheeling operation. Recoil starter standard equipment.



Model 2235

### Deluxe 24" RIDING ROTARY

with gear-free, full range Planitor Drive  
Easiest, one-lever operation for forward, reverse and acceleration. No gears to shift! Constant blade speed, independent of riding speed to always assure uniform cut!

## Model 2226 - 22" with SINGLE SPEED



## FREE-WHEELING ROTARIES in 3 popular sizes

MODEL 2205-18"  
MODEL 2215-20"  
MODEL 2225-22"

## BEST IN BOTH TYPES OF REELS

### MODEL 5115-20"

MODEL 2105  
-18"  
MODEL 2115  
-20"

- Front discharge
- 
- Side trim
- 
- Extra close quarter-inch cut

**Write Today** Find out how you can earn more and keep sure of selling Certified in '60 with new **CertiFIVE PLAN**

WESTERN TOOL AND STAMPING CO. Dept. 9,  
2725 Second Avenue • Des Moines 13, Iowa

Gentlemen: Rush me details on Certified including the story about your CertiFIVE "EXTRA PROFITS" PLAN!

Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
I am a Dealer \_\_\_\_\_ I am a Distributor \_\_\_\_\_

Manufactured by **WESTERN TOOL AND STAMPING COMPANY**  
2725 Second Avenue, Des Moines 13, Iowa



# TAKES THE PUZZLE OUT OF POWER BRAKE REPAIR

*step-by-step instructions in every repair kit saves time and labor...puts PROFITS in your pocket!*



Look into any EIS Power Brake Repair Kit . . . Major or Minor and you'll find the going mighty easy! See for yourself how step-by-step instructions with illustrations you can understand, make every power brake repair job a PROFITABLE job! No lost motion . . . no time loss . . . you pocket the profits . . . everytime!

Ask your EIS Distributor or write for Power Brake Parts and Kits Catalog 37P1

EIS Power Brake Parts are built by brake parts specialists. That's what makes



EIS AUTOMOTIVE CORP., Middletown, Conn.



*New from* **DIETZ** ...

## OVAL-LITE

*Turn  
Signal*

No. 225

**BIGGER  
SAFER**  
with  
**SUPER-VISIBILITY**

### Available in 3 MODELS!

NO. 225 (as shown) — Double Face with Amber and Red lenses.

NO. 220 — Single Face with Red or Amber lens.

NO. 220-2 — Combination Stop, Tail, and Turn Signal with Red lens.

All come in chrome or lacquered aluminum finish.

Here is a new "hot item" from Dietz that truck owners will like and want . . . because it multiplies the safety factor — minimizes danger of collision in fast-moving traffic.

- Elliptical design with larger lens area increases visibility over greater distances
- Zinc die-cast body will not rust or corrode
- Snap-grip acrylic lens with "O" ring gasket eliminates lens screw or retainers — easy to service — watertight
- Bulb socket is zinc die-cast and brass
- Modern attractive styling blends with modern trucks

*Go* **DIETZ** *-and you go* *Safely!*

**FREE**

**ON REQUEST!**

Digest of latest state commercial vehicle safety equipment laws. Check and mail coupon for your copy.

R. E. DIETZ COMPANY  
225 Wilkinson Street  
Syracuse 1, N. Y.

Send me the following:

- ☐ Complete information on OVAL-LITE Turn Signals  
☐ Digest of state commercial vehicle safety equipment laws.

NAME

TITLE

COMPANY

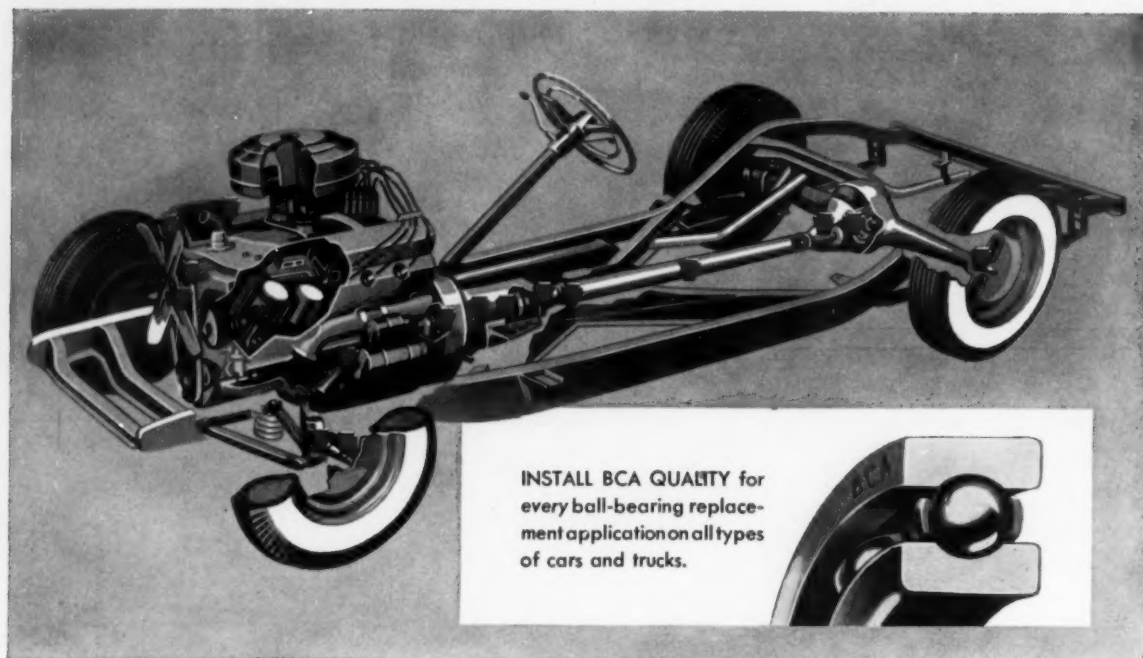
STREET ADDRESS

CITY

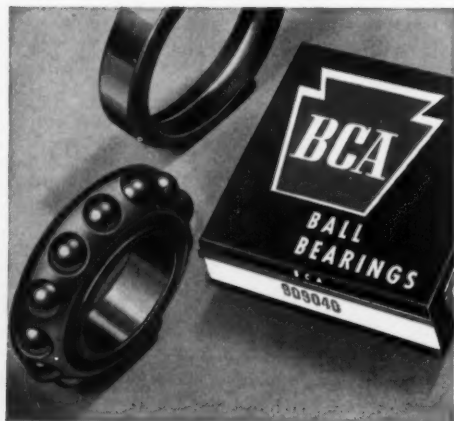
ZONE

STATE

Better products, faster, from your BCA bearing jobber:



## Tally up the profit opportunities for you in the full BCA ball bearing line



From front wheels to rear axle, each BCA keystone marks a spot where you might install one or more BCA quality replacement ball bearings

Wheels, clutches, generators . . . transmissions, differentials and axles—all use ball bearings subject to normal wear and attack by dirt and water. It's a huge, highly profitable replacement market, and here's how to get *your* share:

**Stock and install BCA Ball Bearings!** The BCA line is *complete*; includes precision ball-bearing replacements for every automotive use. Over 50 years of BCA experience pay off for you in smooth-fitting, easy-to-install parts; reward your customers with long, trouble-free bearing service life in cars and trucks.

Find out how *you* can cash in on the automotive ball bearing after-market. Call your BCA jobber today for full information, and for fast delivery from stock on the complete BCA line.

# BCA BALL BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN





## This Shop's Specialty: **CLEANLINESS**

**A**FTER working for various General Motor car dealers as mechanic and service superintendent for 25 years, Bud Bailey finally decided he was ready to open his own car service business. And he knew what his specialty would be, long before he knew when or where he would open:

### **CLEANLINESS.**

Furthermore, he would not call his establishment a garage, because he felt, from observation and experience, that the mention of an independent garage conjured up a picture in the mind of the average car owner, and more particularly the woman owner, of an unattractive, old structure with greasy floors and smeared walls.

So when he opened in 1958 at 1111 Booty Street, Corpus Christi, Texas, he called his place Bud

**By RUEL McDANIEL**

Bailey's Auto Specialty Service, and he presented to the public an establishment that utilized attractiveness and cleanliness as a merchandising asset.

It has worked well for him. He did over \$40,000 worth of business the first year, with the help of only one mechanic.

"The average dealer's service department generally is fairly clean, and certainly the entrance-way is not repelling, even if not always inviting," said Bailey. "That, in my estimation, is the greatest advantage the dealer service department has over the independent shop—not because he sells new cars, as a lot of people in the business and out assume.

"The independent is passing up his greatest merchandising asset when he allows his place to look like the conjured-up picture the average car owner has of an independent garage. If there is anything more important than adequate service equipment to the independent, it is an inviting, attractive place of business—a place where a fastidious woman driver feels at ease."

Bailey considers that the most important single step he took before opening the shop was to clean up the building, which was comparatively new but which had been used as a garage previously.

He scrubbed the walls so thoroughly that nothing showed except the bare plaster. He scraped the grease and debris from the floor, then scrubbed and re-

### **Let's Hold "Inspection"**

You come to the shop every working day, but do you see it in the light it may appear to the eyes of the occasional shop customer — or the possible customer who drove on away after a glance? Dealer shop or independent garage, it can't be too clean to satisfy your permanent trade.



**Bud Bailey, shown at work, cleaned up this shop before moving in.**

scrubbed the floor until all traces of grease were gone.

While waiting for the walls and floor to dry thoroughly, he had the exterior painted white. The building is 50' wide and 40' deep, with the front set back about 20 yards from the street, to provide a parking area for the shop and other businesses in the small community center. He then had the name of the business painted across the front and erected a neat, movable sign at the edge of the parking area, next to the street.

He then painted the lower area of the walls green, and the remainder white, both with rubberized paint. He painted the floor a neutral color.

Next, he covered the workbenches, which had been thoroughly scrubbed, with metal—not only for better appearance but for easier use by himself and his mechanic.

He provided grease pans to place under cars, so that less grease and oil would drop to the floor from cars being serviced.

With the place clean, bright and

inviting, he set up a maintenance program that would keep it that way.

"Our porter is the most important employe we have," Bailey said. "It is his main job to keep the place clean. How he performs his job depends a great deal on our program of making the independent shop inviting, particularly to women drivers."

And he does his job well, Bailey declared. He is an elderly Negro, and he has developed an insatiable pride in the appearance of the floors and walls.

The moment a car backs out from in front of a workbench, the porter thoroughly cleans and scrubs the area where the car stood, before another vehicle moves in. At any time a mechanic happens to touch a greasy tool or car part against a wall, the porter grabs his cleaning fluid, bucket and rags and cleans the spot.

#### **Cleans One to Four Times Daily**

"He cleans the floor completely from one to four times a day, depending on the amount of work we do and the number of cars that move in and out," Bailey said.

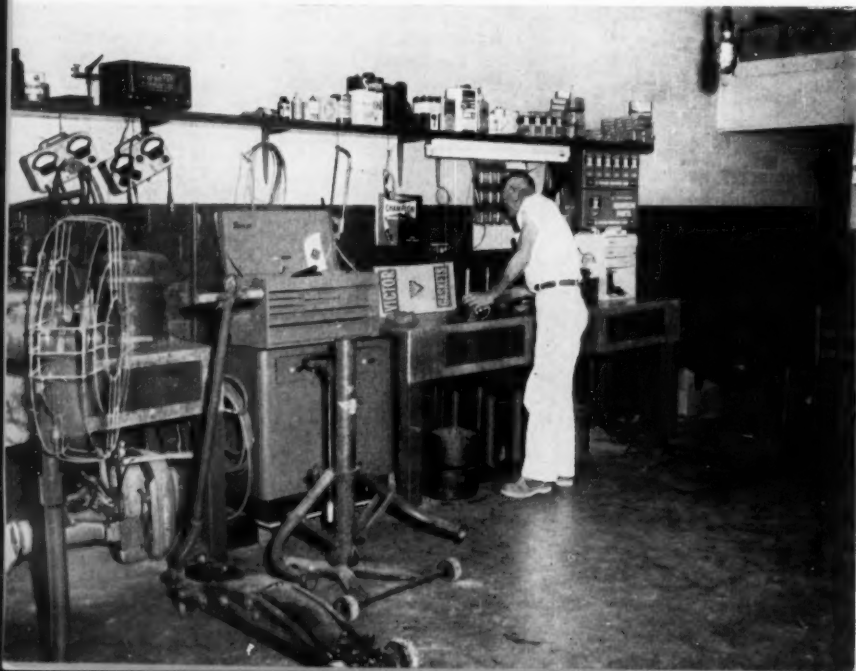
In order to introduce his new service plant, Bailey used the telephone to call acquaintances made over the past 25 years. He was able to bring in enough business to show a net profit the first week of operation. He continues this type of promotion, in preference to newspaper and radio advertising, because he feels that he has more control over the flow of his business.

"It is not so good to have a new customer drive in, want us to work on his car and is told that we can't get to him today," Bailey pointed out. "He is disappointed and you can't blame him, and he may not come back."

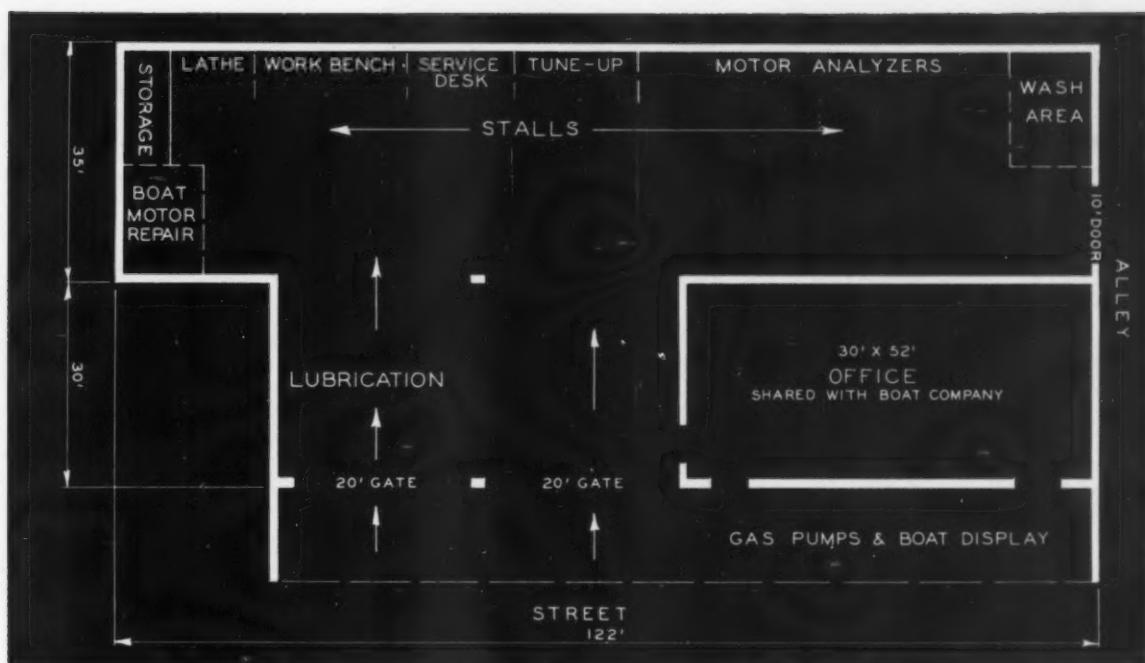
To overcome such a situation, he promotes work by appointment. He has trained regular customers to call up and make appointments for a specific hour. When he telephones prospects, he asks that they call in advance, to make certain that their work may be done without delay.

Although cleanliness is Bailey's basic "specialty," he concentrates on smaller operations, such as air-conditioning installation and repairs, tune-up, steering troubles and brake and front-end work. He tries to stay away from major motor overhauls, but if a regular customer wants him to do such a job, he accepts it.

**Mechanic Clyde Joyner naturally prefers working in this clean shop.**







## Combining Car Repairs and Boat Sales

**T**HE W. C. Dantzer Garage in Birmingham, Ala., occupies a building with a boat sales and service company, and the arrangement works out nicely.

Cliff Dantzer, owner of the garage, shares office space with the boat company and has a service sales desk in the repair area also.

The boat company maintains a display and operates a service station in the front shed area, but traffic flows easily into the garage through two 20' entrances—one leading to a lubrication rack, the other to the general repairs area.

A side exit to an alley makes convenient movement of vehicles possible. Only from the lubrication rack must cars back into traffic and even here there is plenty of space to maneuver.

From the main entrance cars may be driven to any of nine service stalls with no squeeze.

The over-all roominess, wide entrances and high ceiling with four skylights make good ventilation possible.

Dantzer does general repairs, with automotive air conditioning a specialty. A brother-in-law of

Dantzer operates the boat company and service station and often is able to steer automotive repairs his way, what with the customer

already under the same roof.

"It's a very satisfactory arrangement space-wise and economy-wise," commented Dantzer.

### Concluding the Garage Series

**This is the concluding feature in a series telling of successful garage buildings which have established the efficiency of their structure over the years.**





This power gun does a clean, neat job where a cutting torch leaves uneven edges, according to this operator. It saves 50% of his time on job.

# Power Up Profits with Power Tools

Body man realigns body with this power jack before cutting away the quarter section. Such tools enable this Texas shop to show a profit.



—By—  
**C. THOMAS**

**"IT TAKES** a fast body man with the proper tools to make any money for us—or himself—working on the economy imports."

That's the experience of Joe Luna of Luna Body Shop, El Paso, Texas.

"Take this job you are photographing," Luna went on. "We bid on that job. There was a \$40 difference between our estimate and the itemized estimate of the insurance adjuster. His estimate was figured out to the penny—even to the total manhours involved, 70.2, which included a complete paint job—lacquer."

The adjuster's estimate was based on one of the major flat rate books figured at \$4 an hour.

The only chance the shop had of making any money on this job was to beat the flat rate, time-wise.

"An estimate has to be figured close, as far as the manhours are concerned, because there is no discount on parts to cushion the error," said this Texan.

Luna's shop manager, Johnny Ortega, and the top body man, Henry Rodriguez, went over the job, with the adjuster's itemized estimate in hand.

Whether the body man could see beating the "time" factor would determine if Luna would take the job.

"It's either take them or leave them alone," Luna emphasized. "There is no talking today's adjusters into spending more money. Furthermore, a shop can't hold good mechanics accepting work they can't make money on. Consequently, on import cars we always go over the estimate with the man who is going to be assigned to the job, providing it is accepted."

Rodriguez could see where he could beat the time factor by at least 30% because in order to make money for himself, he has invested more than \$600 in tools.

"I paid out \$120 for this body gun," Rodriguez explained. "Working on 50% of customer labor, this gun paid for itself within 90 days. With it, I can reduce my time 50%, compared with using a cutting torch."

Working on the economy-size imports, Rodriguez does not use  
(Continued on page 59)

# Light-Bulb Sales Boost His Volume

**A sealed-beam-a-day average  
resulted from alert checking**

**By RUEL McDANIEL**



Garageman Phillips points to a spot where bulb falls often but remains undetected by most owners of cars.

**C**LYDE Phillips, owner of Phillips Auto Service, Refugio, Texas, pushes light-bulb sales for two reasons: Profit for himself and safety for his customers.

"Comparatively few cars come onto our floor for routine service that do not have at least one light burned out somewhere," Phillips said. "It may be merely a dome light or the small bulb that lights up when the front doors open; but whatever it is, it should be replaced, and the replacing represents at least a small profit for us for a minute's work and it impresses the customer with our thoroughness and our interest in his car. Our records prove that it pays to carry on a continuous program of selling lights."

In order to ascertain exactly how sealed-beam lights were selling as a result of his campaign of checking and suggesting, Phillips kept an actual record of sealed-beam sales for 60 days recently. Sales totalled 60 units—an average of better than one a day, since the shop was not open Sundays.

"Very few of these sales were to car owners who drove their cars in to have sealed-beam lights installed," he pointed out. "In fact, comparatively few knew their lights were burned out."

Need for the sealed beams was revealed when Phillips checked cars that were brought in for routine service.

Recently a man drove his car in for a generator check. As is

his custom, Phillips checked all lights. He found that the car needed three. The customer was surprised and gladly ordered the lights installed.

"It requires only a minute or so to check every light on a car," Phillips said, "and even though we do not find a burned-out bulb, the customer is impressed with our thoroughness and he is better sold on the garage for any type of service."

One of the most common needs for new bulbs, Phillips has found, is the light over the license plate. When he told a customer recently that the light above his license plate was out, the customer was surprised to know that there was supposed to be a light there.

"And his is not a rare example," the Texan said. "We have found many car owners who didn't know there was supposed to be, by law a small white light to reflect the license number on the rear of the car. By checking this light, along with all others, we possibly save the car owner from being stopped by traffic officers, and we add to the safety of his driving by providing better lighting for the rear of his vehicle."

Although the Phillips establishment is an official checking station where state safety stickers may be obtained—and must be obtained once a year, light checks are no more intensive during the rush sticker period than at any other time of year.

"It is necessary to check the

main lights and put them in order to issue a safety sticker," Phillips said, "but checking the lights demanded by law is only the start of properly checking out the complete lighting system. If the car maker provided for lights in certain spots and installed them in the beginning, then they should continue to be there, and it is a part of our service to the customer to see that they are there and in working order. The customer appreciates our interest, and it adds to our profit."

Although the owner of a car with a headlight burned out is the most logical prospect, Phillips does not limit his talk of new sealed beams to owners with burned-out lights. When he sees a car whose lights are old and the reflectors are dull and ineffective, he suggests new sealed beams and explains how much better night driving the owner may expect from the fresh headlights.

"We stress the safety angle in talking new lights, particularly when we are asking a car owner to replace still-burning, but old headlights with new sealed beams," Phillips explained. "Most car owners are safe-driving conscious today, and any suggestion that leads to safer driving appeals to them. We can conscientiously recommend new lights, knowing that we are doing the customer a good turn as well as making a little extra profit for ourselves."

Handled right, light profits can be a bit heavy.

# Appearance Reconditioning Moves



**T**HE "appearance" reconditioning program is credited with increasing sales of used cars by 30% at Cragin Motors, El Paso, Texas.

It "gives us on an average sale \$100 extra and often much more than that," said Dennis Blackstock, used-car manager for this Lincoln-Continental - Mercury - Edsel-English Ford dealership.

For example, a 1954 Cadillac sent through the upholstery cleaning routine sold for \$1,895.

"We would have had trouble selling that car for \$1,200 without its going through our appearance make-ready," Blackstock commented. "We might have ended up wholesaling it."

Cost of this "appearancing" was \$4.50 to clean the engine and engine compartment, \$7 for wash and polish, \$9 to clean the upholstery and \$47 for a baked-enamel paint job. This was a total outlay of \$67.50, compared with the difference of \$695 between \$1,200 and \$1,895!

Cleaning the upholstery gives the interior—from headlining to floor mats—a new-car appearance. When a prospective buyer looks at the interior he can only come to the conclusion that "here's a car the previous owner took care of."

Redoing the upholstery is an operation, if not a small production.

First, the operator removes the rear seat, and after removing all the rubble that has collected, he vacuums the entire interior, including the headlining.

"It takes a powerful vacuum to suck the dirt and dust from the upholstery," said Albert Smith, in charge of this work.

The shampoo has to be melted. And it takes a torch to heat the can hot enough to melt the contents. If it is not completely melted and lumps remain, it will not do

**Top:** Albert Smith heats the can of shampoo with a torch to melt the contents, which will be mixed with five quarts of cool water. Cabinet contains cans of tints and dyes.

**Left:** All upholstery must be vacuumed, including the headlining and floor mats.



# Used Cars

the job. Boiling water does not suffice, it has been found. The melted shampoo is diluted with five quarts of water.

As is, this shampoo will do the cleaning job. If the seats and door panels are done in a wool or cotton fabric and are faded but not stained badly, a tint is added to the shampoo. There are 12 different tints available, so the right

*(Continued on page 68)*



Refurbishing used cars before selling them has become so profitable this building was taken over for the work by this El Paso dealer.

Below: Cellulose sponge and bristle brush get busy.  
Bottom: Here dye is used to restore new look.



Below: Manager Gale Lindsey studies rear-seat work.  
Bottom: Leather arm rest gets a dye spraying.





Garageman Copenhagen points to corroded battery terminals where hold-down clamps are already gone.



This garage owner's alertness to electrical conditions catches soft wires due to an oil leak.

## We Go After Electrical Jobs

**A**RE you looking for more electrical volume? You will find it if you do your own looking, if you take the time and patience to search for trouble when the customer complains.

It will pay off well, even if it takes a great deal of time locating the source of trouble. It will be worth your while on future jobs from the customer and from others reporting the same difficulty.

We have had a 25% gain in electrical work in '59 over last year. In a general automotive repair operation bringing \$80,000 gross annually, electrical work is getting an increasing share of this volume.

In the newer cars, the later models, the ignition system is more complex. The ignition system has been given a bigger job to handle. With your high-compression engines and higher speeds, the ignition system will be bringing you more and more work.

We gain our opening with the customer by asking him how his car is performing.

Does he have hard starting?

No power on a hill?

A miss?

Rough idling?

It's fine if he invites you in this way to look for trouble. But what if he doesn't? He may shrug your

**By RALPH F. COPENHAVER**

Owner, Cherrydale Garage  
Arlington, Va.

question off indifferently and throw the job onto you.

We look for electrical trouble. There may be worn and frayed wires, burned wires, loose ends, insulation off, bad switches and corroded battery terminals.

I recall an instance in the past month when a car rolled in here and I noticed a miss. The driver had no inkling of trouble. He was ready to pull out after getting gasoline when I suggested that his car might give him trouble. We looked under the hood together and found worn and defective spark plug wires. That brought a \$6 sale.

I generally do not accept a customer's word on what he thinks is wrong with his car. I do my own looking and testing. A customer driving a Buick diagnosed his engine cutoffs as carburetor trouble. Searching for the trouble, I found a loss of power and unsteadiness due to a bad distributor plate. An overhauled distributor brought us a \$16 sale.

A driver in here thought he was having engine trouble from his rundown battery. We did find a practically dead battery, but there

was also a generator that was not working and a regulator that needed resetting. We made the battery sale, but also an additional sale of \$4.50 on other electrical repairs.

It is important to be alert to a car's condition. When we notice wires soft due to an oil leak, we call them to the customer's attention.

Doing a transmission job on a car we observed that the emergency brake cable was touching the cutout of the regulator. The regulator cover was off and we replaced both cover and emergency brake cable.

In another case we noticed corroded battery terminals and the hold-down straps gone. The battery was held in the car only by the battery posts. We talked this over with the customer and explained why the condition had to be corrected.

I know that most of us are very busy and having a hard time keeping up with changes in cars yearly. It's hard to attend school after a long day in the shop. But it would save many hours in the shop if we attended school to keep up with changes.

I find reading trade journals and manufacturers' bulletins helpful. I need the references for timing and  
(Continued on page 59)

# He Doesn't Forget Filter Sales

By BEATRICE MILLER

**T**HE air filter element, that item so often overlooked by shops and stations, is closely checked by Lilly's Amoco in Waynesboro, Va., on every car rolling into the driveway.

An item little thought about formerly, but more recently of increasing importance because of a change in type from oil bath to dry, merits checking conscientiously in every case, according to Raymond A. Lilly, owner, who has increased sales from practically none to one a day or 30 a month.

Conscientious checking under the hood in the driveway at the gas pumps, when a car is on the lubrication rack, or is in the shop for an oil change or a motor tune-up, or taking a quick look at a car's mileage, always raises the question as to whether the air filter element should be replaced or not, he said.

"We show it to the customer. We show him the dirt collected in it and the clogging that steps up gas consumption. We emphasize that it will cut gas consumption, make driving a little more economical, and the sale is made," said Lilly, illustrating how the filter element was shown to a customer.

"Sometimes you get a customer who thinks the replacement is not needed at once or doubts the air filter is really dirty. Or he recalls his former car and says he can't remember anyone getting after his air filter element. We then take our filter testing device and let him examine the filter himself.

"When he cannot see through the perforations, he is always convinced."

Seven out of ten drivers approached on this replacement agree to have a new one installed when economy is used as the talking point.

"Many cars driven for thousands of miles have never had an air filter element changed," said the Virginian. "It's an item too often overlooked, forgotten or neglected by car owners and station operators because little attention is given to its function.

"The need for watching this



Top: "So it's an air filter element I need," says this skeptical customer. Above: "Take a look in here, mister, and see what dirt your air filter has accumulated," replies station operator Lilly, who has increased sales in this item from virtually none to around one a day.

item more closely will certainly increase with newer models since their introduction in '57," commented Lilly, who never stocked them until recently and now always has at least a dozen on hand.

"I even display them in the showroom. It gets your customer

acquainted with an item he will need. It gives him an opportunity to see what a new and clean air filter looks like, and you the opportunity to educate him. He becomes better prepared to accept its replacement after he has seen

(Continued on page 62)



# Front-End Equipment Yields \$\$

By WENDELL GIVENS

**A** FRAME-STRAIGHTENING and front-end machine for trucks has, in less than ten years, doubled the repair trade of an independent garage in Birmingham, Ala.

In fact, truck repair volume at Fullilove Automotive Service has convinced shop owners Lawrence and Harold Fullilove of the value of purchasing another such machine and of training another specialist for the work.

In recent months Fullilove's truck repair specialist, Chester Tittle, and two helpers have repaired between 75 and 100 vehicles a month. A weekly breakdown for a recent month, for example, showed these totals: 19, 19, 17, 19 for a monthly aggregate of 74. That was for only a 28-day period and that total has been surpassed.

One of only a few shops in the Birmingham area to operate a frame straightener, Fullilove does the work for four national truck-building concerns with branches in Birmingham, for numerous garages in the city and for many shops in other North Alabama cities.

"We definitely are planning to purchase and install another frame machine as soon as we firm up

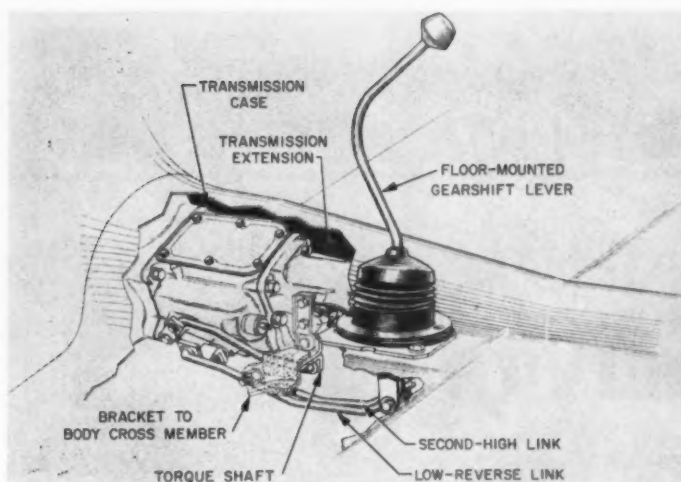
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**Top:** Chester Tittle, truck repair specialist, tackles another alignment job.

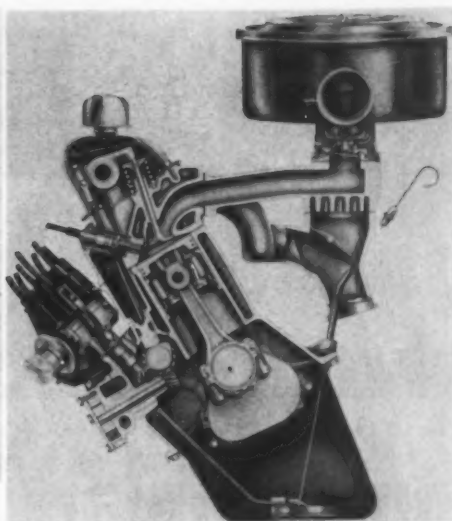
**Center:** Tittle (right) checks a front-end with M. E. Moses, one of two helpers in the truck repair department.

**Bottom:** Lawrence Fullilove points out a reinforced spot on the frame machine. A new one is to be purchased in order to handle the expanding volume.





The manual transmission appears above and the engine at right.



## Valiant: Chrysler's Scotch Bid

CHRYSLER Corp.'s 101hp (at 4,400rpm) Valiant has bowed to the American public in a bid to capture the "compact" market with slightly more power and space than its competitors, the 90hp Falcon and 80hp Corvair.

The engine is an overhead-valve, in-line, water-cooled, six-cylinder unit with a displacement of 170 cubic inches. With a 3.40" bore, a 3.125" stroke and a compression ratio of 8.5 to 1, Valiant's torque is rated 155 ft. lbs. at 2,400rpm.

The engine is inclined 30° from vertical in a manner similar to high-performance engine applications in certain expensive European cars and more recently witnessed in American racing cars.

Inclining the engine reportedly permitted the use of a unique manifold for outstanding fuel economy, the design of a deep, short engine assembly for greater ruggedness, and a lower hood line for better driver visibility.

A new electrical generating system designed around an alternator results in adequate current generation at idle speeds—something that the conventional generator does not do.

This is particularly advantageous during slow-speed winter driving when the heater, headlights and windshield wipers are operating simultaneously. It also leaves the battery in a more fully-

charged state for fast cold-morning starts.

A new three-speed automatic transmission has been tailored specifically for Valiant, incorporating the principles of the TorqueFlite.

The new unit is light in weight—more than 100 pounds less than the TorqueFlite used with V-8 engines. Torque converter and transmission are encased in a one-piece housing of die-cast aluminum, and the transmission extension is also an aluminum die casting.

Valiant also features a completely new three-speed manual transmission. The compact, lightweight unit was specifically designed for use with the Valiant economy engine.

Valiant's manual transmission

features a floor shift control, of a new "curved" design. The short, sturdy shift linkages reportedly provide "clean, positive shifting."

The Valiant incorporates Chrysler Corp.'s ride characteristics with the Torsion-Aire suspension. Because of Torsion-Aire, cornering is flat, and there is no brake dive or acceleration squat. Some of the Valiant's suspension design features include: torsion bar front springs, ball joint pivots, asymmetrically-mounted rear leaf springs, Oriflow shock absorbers at all four wheels, and low-pressure, 6.50" x 13" tires.

At 184", Valiant is shorter in size than standard American cars. With an over-all width of 70.4" (Continued on page 111)

This rear view shows the sport deck and styling details.





(Jobber section, usually found here, begins on page 126.)

## SERVICE and MAINTENANCE

# Front-End Service on Popular Engines

**R**EGARDLESS of how or why, when valve timing gets off even a few degrees we encounter all kinds of poor engine performance — overheating, sluggishness, poor gas mileage, etc.

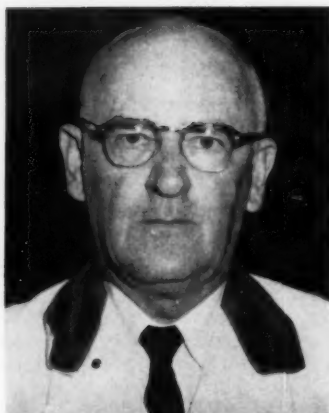
And valve timing does "get off." We recall a recent case where the owner of a practically new vehicle complained of poor performance. The car was checked by several shops—the engine was "tuned," the carburetor was reconditioned, the ignition timing was set far ahead of specs. All of which did not improve performance.

The car being so new, no one suspected that the valve timing could be off. However, when it was finally checked, it was found to be one tooth off. When set to specs, the vehicle performed as it should.

Setting valve timing is no hit-or-miss proposition. It must be correct to a degree. That is why engine front-end service is so important.

Following is the correct method to use when servicing the front-end of some of our most popular V-8 engines—the Chevrolet 348-cubic-inch, the Ford Thunderbird 292-cubic-inch, the Ford Thunderbird 332- and 352-cubic-inch and Plymouth V-8's.

By **E. M. LOWERY**  
Technical Editor



Crankcase front-end cover  
(Chevrolet):

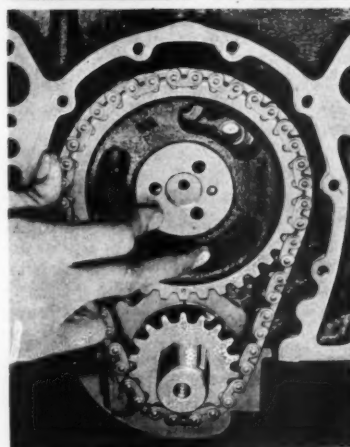
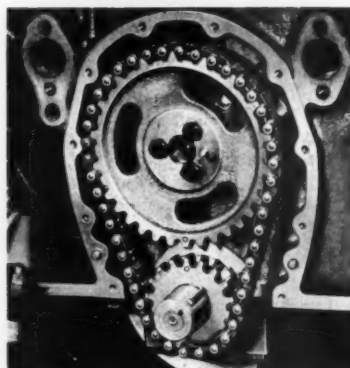
Removal:

Remove harmonic balancer.

Remove oil pan.

Remove heater hose from water pump, if so equipped. Remove water pump from cylinder block.

Remove crankcase front-end cover attaching screws and remove front-end cover and gaskets.



Top: Fig. 1—Installing oil seal.

Center: Fig. 2—Timing sprocket zero marks.

Bottom: Fig. 3—Installation of timing chain.

### December: Chrysler's New Alternator

Servicing the new generator and regulator replacement unit you'll be finding on the Valiant and, later, other Chrysler cars this new year will be detailed for you here next month.

Repairs:

Crankcase front-end cover oil

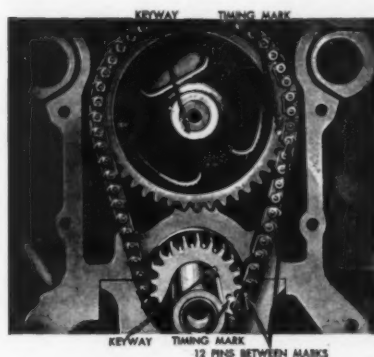


Fig. 4—Aligning timing marks.



Fig. 5—Timing chain deflection.

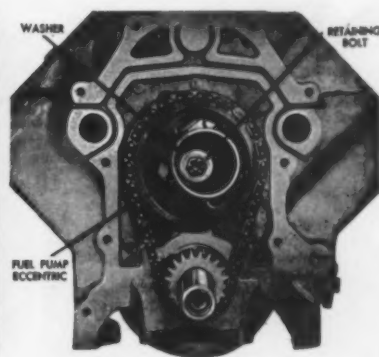


Fig. 6—Fuel pump eccentric installed.

seal (replace):

Pry old seal out of cover from the front with a large screwdriver.

Install new seal so that open end of the seal is toward the inside of cover and drive it into position with tool J-0996 (Fig. 1).

**Caution:** Support cover at sealing area.

**Installation:**

Make certain that cover mounting face and cylinder block front-end plate face are clean and flat.

Make certain oil slinger is in place against crankshaft timing sprocket.

Coat the oil seal with light grease and, using a new cover gasket, install cover and gasket over dowel pins in cylinder block.

Install cover screws and tighten to 6-8 ft. lbs. torque.

Install oil pan.

Install harmonic balancer and water pump.

Start engine and check for leaks.

**Timing chain or sprocket replacement:**

Remove harmonic balancer and crankcase front-end cover as previously described. Remove crankshaft oil slinger.

Crank engine until zero marks on camshaft and crankshaft sprockets are in alignment (Fig. 2).

Remove three camshaft sprocket to camshaft bolts.

Remove camshaft sprocket and timing chain together. Sprocket is a light press-fit on camshaft for approximately  $\frac{1}{8}$ ". If sprocket does not come off easily, a light blow with a plastic-faced hammer on the lower edge of the camshaft sprocket should dislodge the sprocket.

If crankshaft sprocket is to be replaced, remove, using tool J-5825. Install new sprocket, aligning key and keyway, using tool J-5590.

Install timing chain on camshaft sprocket. Hold the sprocket vertical with the chain hanging below, and orient to align zero marks on camshaft and crankshaft sprockets.

Align dowel in camshaft with dowel hole in camshaft sprocket and install sprocket on camshaft (Fig. 3).

**Note:** Do not attempt to drive cam sprocket on shaft as Welch plug at rear of engine can be dislodged.

Draw camshaft sprocket onto camshaft, using the three mounting bolts. Tighten to 15-20 ft. lbs. torque.

Lubricate timing chain with engine oil and install oil slinger.

Install crankcase front-end cover and gasket.

Install harmonic balancer as previously described.

Ford Thunderbird (292-cubic-inch):

**Timing chain and sprockets:**

Place the keys in position in the slots on the crankshaft and camshaft.

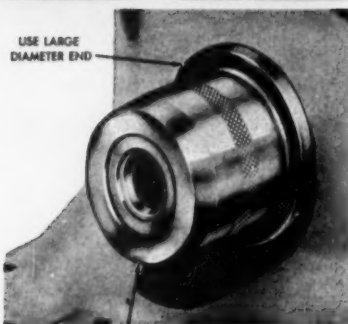
Position the sprockets and timing chain on the camshaft and crankshaft. Be sure the timing marks on the sprockets and chain are positioned as shown in Fig. 4. There are 12 timing chain link pins between the timing marks on the sprockets.

Rotate the crankshaft in a clockwise direction (as viewed from the front) to take up the slack on the left side of the chain.

Establish a reference point on the block and measure from this

"Knock it off, Alex. It's closing time. You can frown now."





Top: Fig. 7—Oil seal installation.  
Center: Fig. 8—Cylinder front cover.  
Bottom: Fig. 9—Aligning timing marks.

point to the chain (Fig. 5).

Rotate the crankshaft in the opposite direction to take up the slack on the right side of the chain out with the fingers and measure the distance between the reference point and the chain. The deflection is the difference between the two measurements.

If the deflection exceeds  $\frac{1}{2}$ ", replace the timing chain and/or sprockets.

Install the fuel pump eccentric (Fig. 6), the spacer, washer and



Fig. 10—Timing chain deflection.

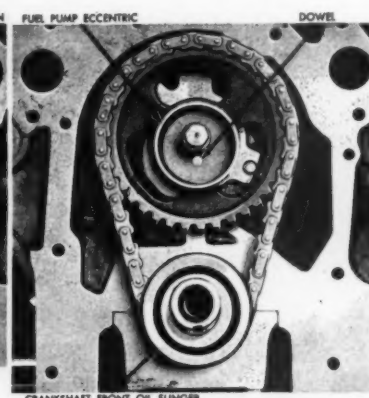


Fig. 11—Fuel pump eccentric and front oil slinger installed.

camshaft sprocket cap screw. Tighten the screw to specifications. Install the crankshaft front oil slinger.

Cylinder front cover and front oil seal:

Front oil seal replacement:

It is good practice to replace the oil seal each time the cylinder front cover is removed.

Drive out the crankshaft oil seal with a pin punch, then clean out the recess in the cover.

Coat a new seal with grease, then install the seal (Fig. 7). Drive the seal in until it is fully seated in the recess. Check the installation to be sure the spring is properly positioned in the seal.

Cylinder front cover installation:

Clean the cylinder front cover and the block gasket surfaces.

Coat the gasket surface of the block and cover and the cover bolt threads with sealer. Position a new gasket on the block.

Insert the large diameter end of the front cover alignment pilot in the bore of the cover. Position the cover and pilot assembly over the end of the crankshaft and against the block (Fig. 8).

Install the cylinder front cover bolts finger-tight. Position the generator and bracket assembly on the cylinder front cover and cylinder block, then install the bolts. (On car equipped with an air conditioner, connect the compressor and brackets to the cylinder front cover). While pushing in on the pilot, tighten the cover bolts to specifications.

Install the fuel pump, using a new gasket.

Lubricate the crankshaft with a white lead and oil mixture and lubricate the oil seal rubbing surface with grease.

Line up the damper keyway with the key on the crankshaft, then drive the damper on the crankshaft.

Install the damper cap screw and washer, and tighten the screw to specifications.

On an engine with a separate power steering pulley, attach the pulley to the crankshaft damper. Tighten the screws to specifications.

Install the water pump, using a new gasket.

Install the pulley, spacer, fan and drive belt(s). Adjust the drive belt(s).

Ford Thunderbird (332- and 352-cubic-inch):

Timing chain and sprockets:

Place the key in position in the slot on the crankshaft.

Position the sprockets and timing chain on the camshaft and crankshaft. Be sure the timing marks on the sprockets are positioned as shown in Fig. 9.

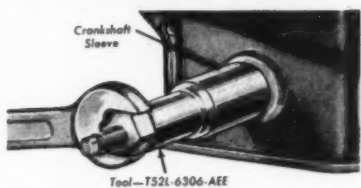
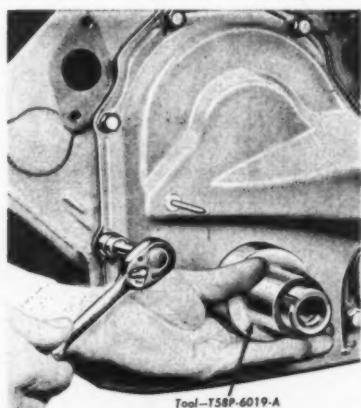
Rotate the crankshaft in a clockwise direction (as viewed from the front) to take up the slack on the left side of the chain.

Establish a reference point on the block and measure from this point to the chain (Fig. 10). Rotate the crankshaft in the opposite direction to take up the slack on the right side of the chain, then force the left side of the chain out with the fingers and measure the distance between the reference point and the chain. The deflection is the difference between the two measurements.

If the deflection exceeds  $\frac{1}{2}$ ", replace the timing chain and/or sprockets.

Install the fuel pump eccentric (Fig. 11) and the camshaft sprocket cap screw and thrust button spring retainer. Tighten the





Top: Fig. 12—Cylinder front cover alignment.

Bottom: Fig. 13—Crankshaft sleeve installation.

sprocket cap screw to specifications. Install the camshaft thrust button spring and thrust button. Install the crankshaft front oil slinger.

Crankshaft front cover and front oil seal:

Front oil seal replacement:

It is good practice to replace the oil seal each time the cylinder front cover is removed.

Drive out the old seal with a pin punch, then clean out the recess in the cover.

Coat a new seal with grease, then install the seal. Drive the seal in until it is fully seated in the recess. Check the seal after installation to be sure the spring is properly positioned in the seal.

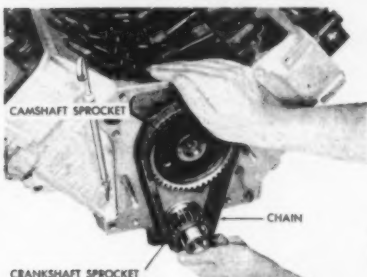
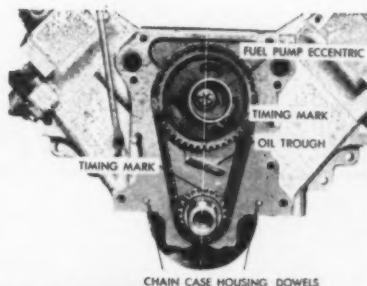
Cylinder front cover installation:

Clean the cylinder front cover and the cylinder block gasket surfaces.

Coat the gasket surface of the block and cover bolt threads with sealer. Position a new gasket on the block.

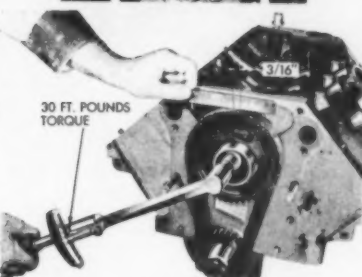
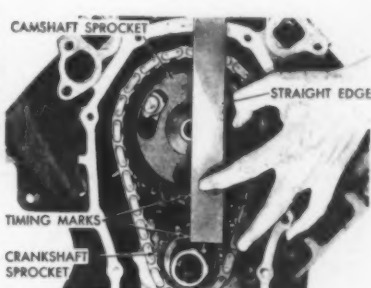
Install the alignment pilot tool on the cylinder front cover so the keyway in the pilot aligns with the key in the crankshaft. Position the cover and pilot over the end of the crankshaft and against the block (Fig. 12).

Install the cylinder front cover bolts finger-tight. Position the



Top: Fig. 14—Timing marks on Plymouth 277-, 301- and 318-cubic-inch V-8.

Above: Fig. 16—Installing timing chain, sprocket and crankshaft gear, Plymouth 277-, 301- and 318-cubic-inch V-8.



Top: Fig. 15—Timing marks on Plymouth 350-cubic-inch V-8.

Above: Fig. 17—Measuring timing chain stretch, 277-, 301- and 318-cubic-inch Plymouth V-8.

generator support bracket and the generator adjusting arm bracket, then install the bolts.

While pushing in on the pilot, tighten the cover bolts to specifications. Remove the pilot.

Lubricate the crankshaft with a white lead and oil mixture and lubricate the oil seal rubbing surface with grease.

Install the crankshaft sleeve (Fig. 13) with the smallest O.D. end into the cylinder front cover bore if the sleeve is stepped down (different O.D. on each end).

Line up the damper keyway with the key on the crankshaft, then install the damper on the crankshaft.

Install the damper cap screw and washer, and tighten the screw to specifications.

On an engine with a separate power steering pulley, install the pulley on the crankshaft damper. Tighten the screws to specifications.

Clean the water pump gasket surfaces and apply sealer. Position the new gaskets on the pump and install the water pump, pulley and fan as an assembly.

On an engine with a power steering pump, the pump is retained by the water pump retaining bolts.

Using a new gasket, install the fuel pump. Install the generator

brackets and drive belts.

Plymouth V-8's:

Timing chain and sprockets installation:

Rotate the crankshaft until the zero mark on the timing gear is exactly in line with the center of the camshaft. Temporarily install the camshaft gear and line up the dowel pin holes in the hub and the gear, while at the same time positioning the camshaft gear zero mark exactly in line with the center of the crankshaft. See Figs. 14 and 15. A straight edge should be used to check the accuracy of this alignment.

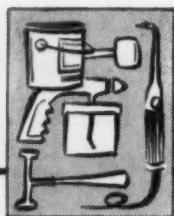
Remove the camshaft gear and engage with timing chain. Place chain over crankshaft gear and at the same time slide the camshaft gear over the end of camshaft, keeping the timing mark in position. See Fig. 16. Check the timing chain for stretch or wear.

Block the camshaft to prevent rearward movement. If the shaft is allowed to move back, there is a possibility of striking the rear camshaft plug.

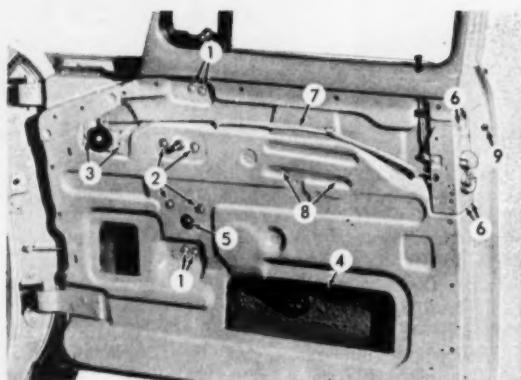
Checking timing chain:

To check the timing chain for stretch or wear, place a scale across the top of camshaft gear with the edge close to the chain. Apply 30 ft. lbs. torque in the direction of the crankshaft rotation to take up

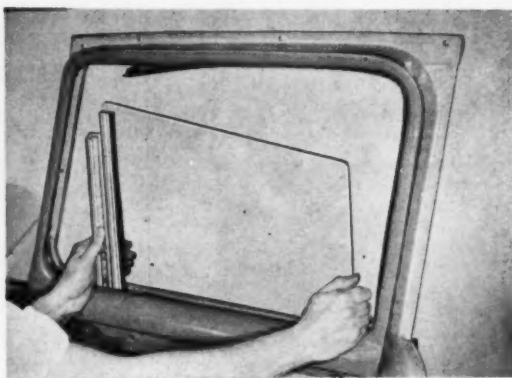
(Continued on page 59)



## BODY SHOP OPERATIONS



Above: Fig. 1—Numerals indicate: (1) window run screws, (2) regulator screws, (3) remote control screws, (4) inspection hole, (5) regulator adjusting



screw, (6) door lock retaining screws, (7) remote control link, (8) arm rest screw holes and (9) door handle retaining screw. Fig. 2 appears above.

# Studebaker Door Glass

By E. M. LOWERY  
Technical Editor

**A**LTHOUGH the various types of automobile safety glass used today are very hard to break or crack, it can be done if they are not properly installed.

The following is the correct procedure to use when working on the W, F and Y models of the 1959 Studebaker:

### Front door ventilator assembly:

#### Removal:

Remove the remote control handle, window regulator handle and the screws at the lower portion of the trim panel. Pry the fasteners from the holes in the door inner panel and remove the trim panel.

Tape the edges of the large inspection hole ("4" in Fig. 1). Lower the window all the way. Remove the two clips and washers from the guide pins on the window regulator. Disengage the window glass lift channel from the guide pins.

Lower the glass as far as possible without forcing. Then pry the door glass weather seal fasteners from the door flanges and remove

both weather seals. Remove the three ventilator window frame retaining screws. Remove the two upper and the two lower ventilator window run bracket screws ("1" in Fig. 1).

Shift the ventilator window assembly straight downward so that the upper corner clears the window run. Tip the door ventilator window assembly rearward, slip the door window glass from the window run and lower the glass to the bottom of the door. Lift the ventilator window assembly out of the door.

#### Installation:

Position the ventilator window assembly in the door, but do not fasten it. Slip the rear edges of the door glass in the window run channel, then position the ventilator window assembly in the door and install the screws loosely in the ventilator window assembly

run brackets. Install the three ventilator window assembly frame retainer screws also, but do not tighten them.

Install the door window weather seals. Install the window lift channel on the regulator guide pins and install the washers and clips. Hold the ventilator window assembly run snug against the door glass and tighten the run bracket screws. Roll the window all the way up and tighten the three ventilator frame retaining screws.

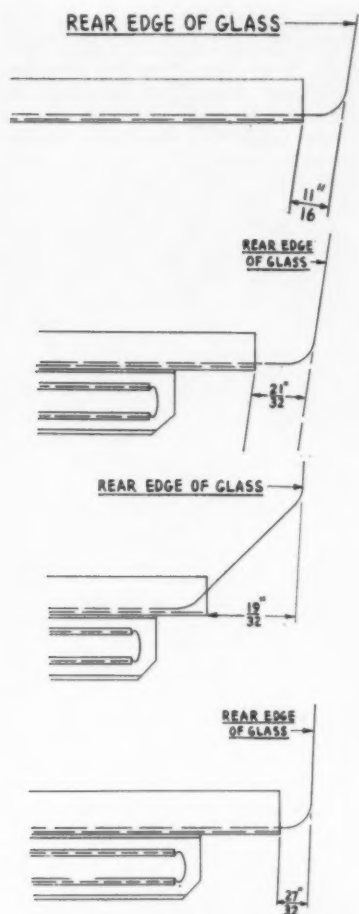
Check operation of the window before installing the trim panel, and readjust if necessary.

Install the trim panel. Install the inside door handle and window regulator handle.

#### Adjustment:

Remove the inside door handles and trim panel. Elongated slots in the door panel permit shifting of the ventilator frame assembly forward or rearward.

Loosen the three ventilator frame retaining screws. Loosen the two upper and the two lower ven-



Top: Fig. 3—Front door—F models.  
Next to top: Fig. 4—Front door—W  
and Y models.  
Next to bottom: Fig. 5—Rear door—  
W models.  
Bottom: Fig. 6—Rear door—Y models.

tilator run bracket screws ("1", Fig. 1). With the door window all the way down, hold the ventilator assembly run snugly against the door glass and tighten the run bracket screws. Roll the window all the way up and tighten the three ventilator frame retaining screws.

#### Door glass:

##### Removal:

Remove the ventilator assembly as outlined under "front door ventilator assembly—removal." Grasp the door window glass, turn it to the position shown in Fig. 2 and remove the glass from the door.

##### Installation:

Before installing the window, make sure that the lift channel is not distorted or spread. Lubricate the channel with a high-melting-

point grease.

When entering the glass into the door, the lift channel must be vertical and to the hinge side of the door. The rubber sealing lip must be to the outside of the door. Turn the glass and lower it to the bottom of the door.

Install the ventilator assembly as outlined under "front door ventilator assembly—installation."

##### Adjustment:

Make sure that the lift channel slots are properly lubricated and that they are not spread or distorted. Align the glass to fit the window opening by loosening the window regulator adjusting nut ("5", Fig. 1) and moving the window as necessary so that it remains level when being raised or lowered. Retighten the regulator adjusting nut.

##### Door glass:

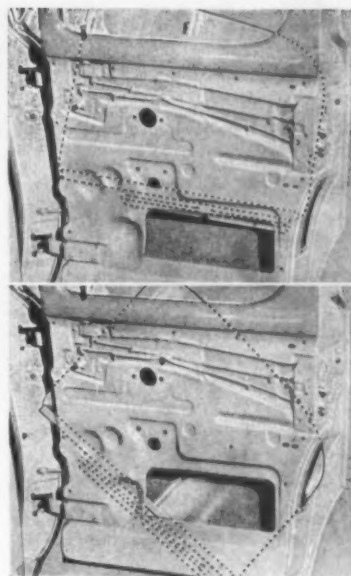
##### Replacement:

Disassembly should be made as outlined under "door glass—removal." All of the related parts should be inspected to preclude the possibility of breakage occurring because of metal-to-glass contact, misalignment, or improper regulator stop position.

**Special note:** The replacement glass should be tempered safety glass. However, if it is necessary to replace the glass with safety laminated glass, a new service lift channel should be installed with the laminated glass. If a new service lift channel is not installed with laminated glass, breakage of the glass may occur if the door is slammed shut with the glass in the full-down position.

Check the window glass weather seals and the glass channel runs for wear resulting in excessive side or end play. A new weatherstrip should always be used when assembling the glass to the lift channel.

Care should be taken to make sure when installing the lift channel that the edge of the glass is not past the end of the channel more than the amount specified in the illustration. Figs. 3 through 6 illustrate the proper position of the lift channel in relation to the



Top: Fig. 7  
Bottom: Fig. 8

edge of the glass.

Before installing the new glass, inspect the door glass channel for possibility of rivet heads from attaching brackets protruding beyond the felt in the inside of the channel. If such a condition is found, place the vent frame on a suitable fixture and flatten the rivet heads inside the channel with a punch.

In checking alignment in rear doors on sedan models, check the alignment of the channel retainers. Use a straightedge or make a gauge from a piece of straight hardwood approximately 9/16" by 9/16" by 20" long.

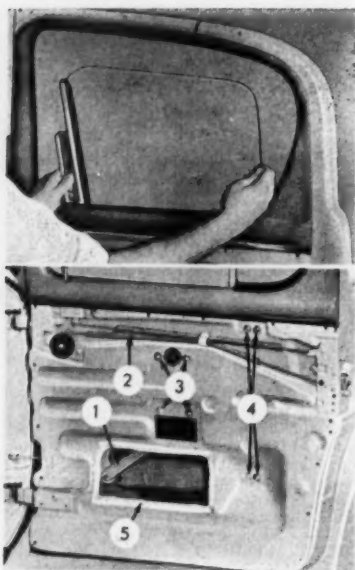
Insert the gauge in a vertical position through the window opening and place in channel retainer. Close observation of the extended portion of the gauge will indicate either correct alignment or misalignment.

Glass edges must be well protected by the run channel. Inspect run channel closely; replace if evidence of possible glass-to-metal contact is found.

## December: Door Trim and Hardware

You've gotta make 'em open and close easily, so Ed Lowery next month will take up door trim and hardware and tips on how to do a job that will bring smiles to faces of owners.





Top: Fig. 9  
Bottom: Fig. 10—Numerals indicate: (1) regulator, (2) remote control link, (3) regulator screws, (4) ventilator window run screws and (5) inspection hole.

Be very careful during installation of glass to avoid chipping glass edges. Even a small chip can cause further breakage. Chipped edges should be ground off before installation.

After installation is made as outlined under "door glass—installation," be sure the window does not bind in any position; be sure that it is not excessively loose in the channels and weather seals.

Rear door glass:

Removal—W model—four-door sedans:

Remove the door inside handle and window regulator handle. Remove the screws in the lower corners of the trim panel. Pry the fasteners from the holes in the door inner panel and remove the trim panel. Remove the spring from the remote control shaft and the regulator shaft if a de luxe model; on the Regal models sponge rubber washers are used instead of the springs.

Tape the four edges of the large inspection opening. Lower the window all the way down. Remove the clips and washers from the two studs on the window regulator. Disengage the window glass lift channel from the studs. Lift the glass all the way up manually. Hold it in this position by inserting a small screwdriver or punch through one of the upper trim

panel clip holes.

Remove the four window regulator screws and lock washers. Thread the regulator out through the large inspection hole. Remove the screws and remove the cover plates on hinge and lock faces of the door. Remove the screws and lift out the rear run extension.

Remove the screwdriver or punch and carefully lower the glass to the bottom of the door. The glass will slip out of the window runs. Pry the door window weather seal fasteners from the door flanges and remove both weather seals.

Wipe as much Lubriplate as possible from the lift channel to make it easier to handle the glass while it is inside the door. Position the glass so that one edge is between the door check and the door outer panel, and the other edge is between the window run and the door inner panel. Lift the glass to the position shown in Fig. 7.

Turn the glass carefully, allowing the lower corner to protrude through the slot in the front edge and the rear corner through the slot at the rear edge of the door as in Fig. 8. Continue to turn and lift until the glass is vertical in the opening. Raise the glass through the opening (see Fig. 9) and remove the glass from the door.

Installation—W model four-door sedans:

When entering the glass into the door, the lift channel must be vertical and toward the hinge side of the door, while the rubber seal-

ing tip must be to the outer side of the door. Lower the glass and turn it as you lower it, allowing the front corner of the glass to protrude through the slot in the front edge and the rear corner through the slot in the rear edge of the door as in Fig. 8.

Raise the rear corner of the glass to position it as shown in Fig. 7, then lower it to the bottom of the door. While the glass is at the bottom of the door, install the two window glass weather seals.

Enter the glass into the window runs and raise it all the way to the top. Support the glass with a screwdriver or punch. Place the regulator in position and install the retaining screws loosely. Replace rear run extension. Then lower the window and adjust the rear run extension.

Lower the glass and apply Lubriplate or its equivalent to the lift channel. Place the lift channel over the two studs on the regulator and install the washers and clips on the studs. Tighten the regulator attaching screws.

Check operation of raising and lowering the glass and if necessary adjust the stop on regulator arm so at the lowest position the upper edge of the glass will measure at the highest point 1" to 1 $\frac{3}{4}$ " above the garnish molding.

Install the cover plates over the openings in the front and rear edges of the door.

Install the trim panel. Install the door inside handle and the

"Never mind what your father says when he works on cars."



SOUTHERN AUTOMOTIVE JOURNAL



**HUGS**

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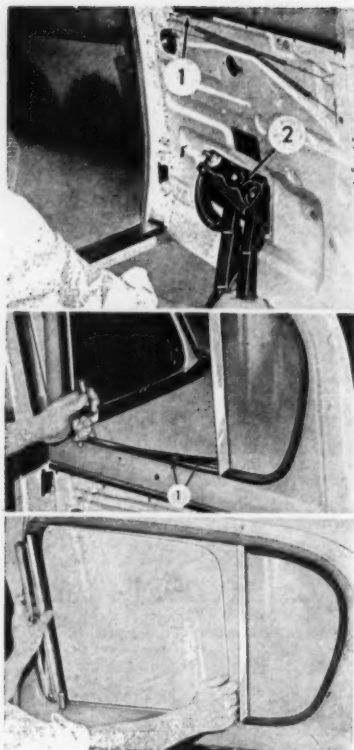
## 3M Automotive Products



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Top: Fig. 11—Numerals indicate: (1) screwdriver and (2) regulator.  
Center: Fig. 12—Numeral 1 indicates weather seals.  
Bottom: Fig. 13

window regulator handle.

Rear door glass:

Removal (Y models):

Remove the door handle and the window regulator handle. Remove the screws in the lower corners of the trim panel. Pry the fasteners from the holes in the door inner panel and remove the trim panel.

Tape the edges of the large inspection hole ("5", Fig. 10). Lower the window all the way down. Remove the clips and washers from the two studs on the window regulator. Disengage the window glass lift channel from the studs.

Lift the glass all the way up manually. Hold it in this position by inserting a small screwdriver ("1", Fig. 11) or punch through one of the upper trim panel clip holes. Remove the four window regulator screws and lock washers. Thread the regulator ("2") out through the large inspection hole.

Remove the punch or screwdriver and carefully lower the glass to the bottom of the door. Pry the fasteners from the door and remove the door window

weather seals ("1", Fig. 12).

Remove the four ventilator window run bracket screws ("4", Fig. 10). Push the ventilator window run just far enough away from the glass to allow the edge of the window to come out of the run. Slip the other edge of the glass out of the other run.

Keep the window glass between the window runs and the door outer panel. Turn the glass 90° so that the lift channel is to the hinge side of the door. Put the lift channel in the door window run and slide the window up. Disengage the lift channel from the run and remove the glass from the door. (See Fig. 13.)

Installation—Y models:

Slip the glass into the door opening. Place the lift channel in the door window front run and slide the glass down into the door. Slip the glass out of the run, turn it 90° and let it down to the bottom of the door. Put the edge of the glass into the door window run and place the ventilator assembly run over the other edge of the glass.

Holding the glass in position, align the ventilator window frame run and install the retaining screws (do not tighten). Install the door window weather seals. Lift the glass to the top of the window opening and hold it there with a screwdriver or punch. Install the window regulator, lock washers and screws. Lower the glass.

Install the lift channel on the regulator studs; install the washers and clips. Hold the ventilator window run snug against the door glass and tighten the ventilator window run bracket screws.

Install the trim panel. Install the door inside handle and the window regulator handle.

Rear door stationary glass:

Removal—Y models:

Remove the door glass as outlined under "rear door glass—removal." Pull the run channel out of the upper door frame. Remove the stationary glass retaining screw.

Tilt the glass assembly toward the front of the car.

Lift and guide the glass assembly out of the door panel to the inside of the car and remove the assembly from the door.

Installation—Y models:

Start the glass assembly into the door panels from the inner side of the door. Position the assembly so that the weather seals fit neatly around the opening.

Install the glass assembly upper

retaining screw. Place weather-strip cement on the top of the run channel and fit it into position. Install the door glass as outlined under "rear door glass—installation."

Adjustment—Y models:

Four screws hold the window run of the stationary glass to the door panel. Loosen the screws ("4", Fig. 10) and place the run so that it fits snugly against the door glass.

Rear quarter glass:

Removal—two-door sedans:

Remove the rear seat cushion. Take out the five garnish molding screws and remove the garnish molding. Remove the regulator handle. Remove the screws at the front of the trim panel and unsnap the clips. Remove the seat back retaining screws, tip the seat back forward and remove the drive nail at the rear of the trim panel. Remove the trim panel. Remove the retaining screws and lift the seat back and remove it.

Remove the sealing tape from the inspection holes and push back the sealer to expose the regulator screws. Loosen and tape the headlining back and out of the way.

Lower the window, loosen the run channel and slip it up out of the opening and off the glass into the inside of the car. Drape a cloth over the top channel to prevent soiling the headlining. Roll the window up and pull it to the inside of the car. Disconnect the regulator arm when it reaches a point above the inner and outer panels and remove the glass.

Installation—two-door sedans:

Fasten the regulator arm to the lift channel and install the window. Apply a heavy coating of weatherstrip adhesive or body sealer from the top center of the opening to a point well below the top of the inner panel. Drape a cloth over the run channel to protect the headlining and install the run channel. Then cement the headlining back in position.

Install the inner weather seal strip. Seal all panel openings with tape and cover all screws with sealer. Install the rear seat back and the trim panel. Install the regulator handle and garnish molding. Install the rear seat cushion.

### Want Some Money?

Any time-saving ideas you have developed can be worth \$7 each. See page 123.

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# 1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	ENGINE			FLUID CAPACITIES						WHEEL ALIGNMENT		
		Front	Rear				Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qts.)	Transmission (Au. Pts.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	
BUICK Le Sabre	123	62 3	60	V8	4.125x3.4	54 45	250@4100	384@4400	364	10.25-1	4	24	20	17	—2	+1½	.0625 to .1562	
BUICK Invicta	123	62 3	60	V8	4.1875x3.64	56 11	325@4400	445@2800	401	10.25-1	4	24	20	17	—2	+1½	.0625 to .1562	
BUICK Electra	126 3	62 3	60	V8	4.1875x3.64	56 11	325@4400	445@2800	401	10.25-1	4	24	20	17	—2	+1½	.0625 to .1562	
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville and 60 Fleetwood	130	61	61	V8	4x3.875	51 2	325@1800	430@3100	390	10.5-1	6	18	21	18½	—½ to —1½	0 to ±¾	¾±½	
CADILLAC 62 Eldorado, Seville, Biarritz and 75 Fleetwood	149 8	61	61	V8	4x3.875	51 2	325@1800	435@3400	390	10.5-1	5	18	21	18½	—½ to —1½	0 to ±¾	¾±½	
CHEVROLET 1	119	60 3	59 3	6	3.56x3.94	30 4			235 5	8.25-1	5	9	20	17	0 to ±½	+30' to ±30'	¼ to ¼	
CHEVROLET 8 (283 cu. in.)	119	60 3	59 3	V8	3.875x3	48			348	8.5-1	4	4	20	17½	0 to ±½	+30' to ±30'	¼ to ¼	
CHEVROLET 8 (348 cu. in.)	119	60 3	59 3	V8	4.125x3.25	54 5			348	9.5-1	4	4	20	21	0 to ±½	+30' to ±30'	¼ to ¼	
CHEVROLET Corvette																		
CHEVROLET Corvair	108	54	54	6A	3.375x2.6	27 3	80@4100		140	8-1	5½	6	11		5½±½	½ to ±½	¾ to ±½	
CHRYSLER Windsor	122	61	59 7	V8	4.03x3.75	52	305@4600		383	10-1	5	21	23	16	C	B	¾	
CHRYSLER Saratoga	126	61	59 7	V8	4x3.75	52	325@4600		383	10-1	5	12	23	16	C	B	¾	
CHRYSLER New Yorker	126	61 2	60	V8	4.18x3.75	55 9	350@4600		413	10-1	5	21	23	16	C	B	¾	
CHRYSLER 300				V8	4.18x3.75				413	10-1								
CHRYSLER Imperial Custom, Crown and Le Baron	129	61 8	62 2	V8	4.18x3.75	55 9	350@4600		413	10-1	5	22	23	16	+¾±½	D	¾	
CONTINENTAL	131	61	61	V8	4.3x3.7	59 7	315@4100	465@2200	430	10-1	5	22	25	23	0 to —90'	0 to +45'	.12 to .19	
DE SOTO FireRite	122			V8	4.12x3.38	54 3	295@4600		361	10-1								
DE SOTO Adventurer	122			V8	4.25x3.38	57 8	305@4600		383	10-1								
DODGE Dart 8	118	61 5	60 1	6	3.4x4.125	27 74	145@4000	215@2800	225	8.5-1	4	22	20	13	C	B	¾	
DODGE Dart 8	118	61 5	60 2	V8	3.91x3.31	48 9	230@4400	340@2400	318	9-1	4	22	20	20	C	B	¾	
DODGE 8	122	61 5	60 2	V8	3.91x3.31	54 3	255@4400	345@2800	318	10-1	5	23	20	16	C	B	¾	
DODGE D-500	122	61 5	60 2	V8	4.12x3.38	57 8	310@1800	435@2800	361	10-1	5	23	20	20	C	B	¾	
EDSEL 6	120	61	60	6	3.62x3.6	31 54	145@4000	206@2000	223	8.4-1	4	20	20	15	0 to +1	+1 to +1½	.625 to .125	
EDSEL 8	120	61	60	V8	3.75x3.3	45	185@4200	292@2200	292	8.8-1	4	20	20	19	0 to +1	+½ to +1½	.625 to .125	
FORD Fairlane 6	119	61	60	6	3.62x3.6	31 54	145@4000	206@2000	223	8.4-1	4	20	21	15	—0 to ±1	+1½	.625 to .12	
FORD Fairlane 8 500	119	61	60	V8	3.75x3.3	45	185@4200	292@2200	292	8.8-1	5	21	21	19	—0 to ±1	+1½	.625 to .12	
FORD 6 Galaxie and Special Series	119	61	60	V8	4x3.5	51 2	235@4400	350@2400	352	8.9-1	5	21	21	19	—0 to ±1	+1½	.625 to .12	
FORD Falcon	109 5	55	54 5	6L	3.5x2.5	29 4			144 3	10-1	3½	15	15	8 7	+1½	¾ to ±½	¾ to ±½	
LINCOLN	131	61	61	V8	4.3x3.7	59 7	315@4100	465@2200	430	10-1	5	22	25	23	0 to —90'	0 to +45'	.12 to .19	
MERCURY Monterey	126	60	60	V8	3.8x3.24	46 21	205@4000	328@2100	312	8.9-1	5	20	20	20	0 to —90'	0 to +45'	.12 to .19	
MERCURY Park Lane and Montclair	126	60	60	V8	4.3x3.3	59 17	280@4200	405@2200	382	8.5-1	5	20	20	21	0 to —90'	0 to +45'	.12 to .19	
OLDSMOBILE Dynamic 88	123	61	61	V8	4x3.688	51	240@4400	375@2400	371	8.75-1	4	19	20	20	0 to —1	—¾ to +¾	0 to ½	
OLDSMOBILE Super 88	123	61	61	V8	4.125x3.688	54	315@4600	435@2800	394	9.75-1	4	19	20	20	0 to —1	—¾ to +¾	0 to ½	
OLDSMOBILE 98	126	61	61	V8	4.125x3.688	54	315@4600	435@2800	394	9.75-1	4	19	20	20	0 to —1	—¾ to +¾	0 to ½	
PLYMOUTH 6 Savoy, Belvedere and Fury	118	60 9	59 6	6	3.4x4.125	27 7	145@4000			8.5-1	4	13	20	14	C	B	¾	
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60 9	59 6	V8	3.91x3.31	48 9	230@4400			9-1	4	19	20	20	C	B	¾	
PLYMOUTH Golden Commando	118	60 9	59 6	V8	4.12x3.38	54 3	305@4800			10-1	5	22	20	16	C	B	¾	
PONTIAC Catalina and Venture	122	64	64	V8	4.06x3.75	52 8	215@3600	390@2000	389	8.6-1	5	16 5	23	21 2	—1½ to ±½	+½ to ±½	0 to .125	
PONTIAC Star Chief and Bonneville	124	64	64	V8	4.06x3.75	52 8	281@4400	407@2800	389	8.6-1	5	16 5	23	21 2	—1½ to ±½	+½ to ±½	0 to .125	
RAMBLER American	100	54 62 55	6L	3.125x4.25	23 4		90@3800	150@1600	185 6	8-1	4	20	22	11	C	±¼ 0 Prf.	¼ to ¾	
RAMBLER 6	108	57 75 58	6	3.125x4.25	23 4		127@4200	180@1600	195 6	8.7-1	4	20	22	10	C	±¼ 0 Prf.	¼ to ¾	
RAMBLER Rebel 8	108	58 75 58	V8	3.5x3.25	39 2		200@1900	245@2500	250	8.7-1	4	22	22	20	C	±¼ 0 Prf.	¼ to ¾	
RAMBLER Ambassador	117	57 75 59 13	V8	4x3.25	51 2		250@4700	340@2600	327	8.7-1	4	22	22	19	C	±¼ 0 Prf.	¼ to ¾	
STUDEBAKER Lark 6	108 5	57 37 56 56	6L	3x4	21 6		90@4000	145@2000	169 6	8.3-1	5	18	18	11	—1 to —2½	0 to +1	¼ to ¾	
STUDEBAKER Lark 8	108 5	57 37 56 56	V8	3.56x3.25	40 6		180@4500	195@4500	259 2	8.8-1	5	18	18	17	—1 to —2½	0 to +1	¼ to ¾	
VALIANT	106 5				3.4x3.125				170	8.6-1	4		13	13				

## ABBREVIATIONS

C—4-barrel.  
A—Horizontally opposed.  
1—Also 4x3.5.  
B—Left +¾, right +½.  
1—Also 51.2.

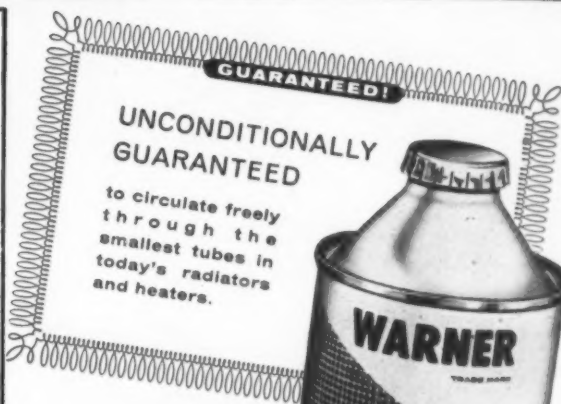
C—Power Steering +½ ±½.  
Manual—¾ ±½.  
D—Left +¾, right +½.  
1—Also 300@4600.  
1—Also 381@2800.  
1—Also 352.

1—Also 9.6-1.  
1—Also 300@4600.  
1—Also 381@2800.  
1—Valve-in-head.  
1—Also 9.6-1.  
L—L-head.



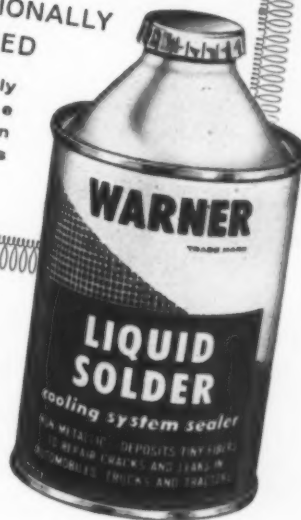


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SOUTHERN AUTOMOTIVE JOURNAL for November 1959

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# 1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES		
	Breaker Gap (.0)	Cam Angle (Degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance Max. Centrif. (Degrees)	Spark Advance Max. Vac. (Degrees)		Carb. Mfr.	Fuel Pressure (lbs.)	Tapet Clearance Intake (.0)	Tapet Clearance Exhaust (.0)	Intake Valve Opens b or a/c (Degrees)
BUICK Le Sabre	12.5-17.5	30	19-23	5bte	VD	30-35	26@3750	21@14"	70N	Ca-St	5 1/4-6 1/2	Au	Au	25bte*
BUICK Invicta and Electra	12.5-17.5	30	19-23	12bte	VD	30-35	22@3900	17.5@18"	70N	RP-Ca	5 1/4-6 1/2	Au	Au	33
CADILLAC (All Models)	16	28-32	19-23	5bte <sup>b</sup>	VD	35	16@2000	22@16"	70N	RP-Ca	5 1/4-6 1/2	Au	Au	39bte
CHEVROLET 6	19	28-35	19-23	5bte	FW	33-38	26@3500	22@15.5"	53N	RP	3 1/2-4 1/2	Au	Au	16bte
CHEVROLET 8 (283-cu. in.)	19	26-33	19-23	5bte	VD	33-38	26@3750	15@15.5"	53N	Ca-RP	5 1/4-6 1/2	Au	Au	12.5bte
CHEVROLET 8 (348 cu. in.)	19	26-33	19-23	5bte	VD	33-38	21@4600	15@15.5"	61N	Ca-RP	5 1/4-6 1/2	Au	Au	18.5bte
CHEVROLET Corvette	19	33	19-23	4bte	CaP	23-28	32@3600	24.5@20"	35N	RP	5 1/4-6 1/2	Au	Au	15bte
CHEVROLET Corvair	19	33	19-23	4bte	CaP	23-28	32@3600	24.5@20"	35N	RP	5 1/4-6 1/2	Au	Au	15bte
CHRYSLER Windsor	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca-BB	4-5	Au	Au	15bte
CHRYSLER Saratoga and New Yorker	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CHRYSLER 300	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CHRYSLER Imperial	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CONTINENTAL	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
DODGE Dart 6	17-23	36-42	17-21.5	2.5bte	VD	35	25@4400	20.5@12"	50N	BB-Ca	6-7	10	20	tdc
DODGE Dart 8	14-19	34-40	17-21.5	10bte	VD	35	18@4400	22@15"	60N	Ca	6-7	10	18	17bte
DODGE 8	14-19	34-40	17-21.5	10bte	VD	35	21@4300	22@15"	60N	Ca-Ho	6-7	Au	Au	15bte
DODGE D-500	14-19	34-40	17-21.5	7.5bte	VD	35	22@4800	21@14.5"	60N	Ca-Ho	6-7	Au	Au	20bte
EDSEL 6	24-26	35-38	17-20	X	VD	32-36	16@2400	22.5@8.1"	55N	Ho	4-5	19	19	17bte
EDSEL 8	14-16	26-28.5	17-20	X	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	12bte
FORD Fairlane 6	24-26	35-38	17-20	X	VD	32-36	16@2400	22.5@8.5"	55N	Ho	4-5	19	19	17bte
FORD Fairlane 8 500	14-16	26-28.5	17-20	X	VD	32-36	29@4000	22@15"	65N	D	4 1/2-5 1/2	19	19	12bte
FORD Galaxie and Special Series	14-16	26-28.5	17-20	X	VD	32-36	29@4000	22@15"	65N	D	4 1/2-5 1/2	Au	Au	22bte <sup>d</sup>
FORD Falcon	24-26	35-38	17-20	X	VD	32-36	29@4000	22@15"	40N	Ho	4-5	16	16	15bte
LINCOLN	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
MERCURY Monterey	15	26-28.5	17-20	3bte	VD	34	22@4000	20@20"	55N	Ho	4 1/2-5 1/2	19	19	12bte
MERCURY Park Lane and Montclair	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
OLDSMOBILE Dynamic 88	16	28-32	19-23	5bte	VD	30	26@4400	23.5@21"	62N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 88	16	28-32	19-23	5bte	VD	30	26@4400	23.5@21"	70N	RP	5-6	Au	Au	16bte
OLDSMOBILE 98	16	28-32	19-23	5bte	VD	30	26@4400	23.5@21"	70N	RP	5-6	Au	Au	14bte
PLYMOUTH 6 Savoy, Belvedere and Fury	17-23	36-42	17-21.5	2.5bte	CaP	35	25@4400	20.5@12"	50N	Ca-BB	6-7	10	20	tdc
PLYMOUTH 8 Savoy, Belvedere and Fury	14-19	27-32	17-21.5	5bte	CaP	35	25@4600	29.5@17"	60N	Ca-St	6-7	10	18	17bte
PLYMOUTH Golden Command	14-19	27-32	17-21.5	10bte	CaP	35	20@4600	29.5@17"	60N	Ca-St	6-7	Au	Au	24bte
PONTIAC Catalina and Ventura	16	30±2	19-23	6bte	CaP	33-38	20@3600	20@15"	53N	RP	5 1/4-6 1/2	Au	Au	14bte
PONTIAC Star Chief and Bonneville	16	30±2	19-23	6bte	CaP	33-38	20@2900	20@17"	61N	Ca	5 1/4-6 1/2	Au	Au	30bte
RAMBLER American	20	28-35	17-21	3bte	VD	35	12@2100	11@16.5"	40N	Ho-Ca	4 1/2-5 1/2	16	18	10bte
RAMBLER 6	16	28-35	17-21	5bte	VD	35	12@2100	10@16.5"	45N	Ho-Ca	4 1/2-5 1/2	16	18	12bte
RAMBLER Rebel 8	17	28-32	17-20	tdc	VD	35	18@1900	10@15"	60N	Ho-Ca	4 1/2-5 1/2	12	14	12 1/2bte
RAMBLER Ambassador	17	28-32	17-20	5bte	VD	35	18@2000	12@14"	50N	Ho-Ca	4 1/2-5 1/2	12	14	12 1/2bte
STUDEBAKER Lark 6	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12"	50N	Ca	3 1/2-5 1/2	18	18	15bte
STUDEBAKER Lark 8	16	28-32	19-23	4bte	VD	33-38	24@2300	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte
VALIANT									50N					

## ABBREVIATIONS

\*—35°bte with turbine-type trans.  
 Au—Automatic.  
 Q—Q engine 7.5°bte.  
 BB—Bal. and Bal.  
 bte—before top center.  
 °—26°bte on 352-cu.-in.  
 Ca—Carter.

CaP—Crankshaft pulley.  
 4—4-barrel, 26°bte.  
 D—Ford or Holley.  
 FW—Flywheel.  
 Ho—Holley.  
 N—Negative.

RP—Rochester Products.  
 St—Stromberg.  
 tdc—top dead center.  
 VD—Vibration damper.  
 X—4°bte manual, 6°bte automatic.  
 Y—3°bte manual, 6°bte automatic

*Announcing*

the greatest service and sales  
tool in spark plug history. . . .

the

**CHAMPION**

# PLUG - SCOPE



# At last...a way to check Champion "Plug-Scope" spark plugs in seconds

*With just four fast connections you analyze a whole set of spark plugs electronically—in less than 60 seconds! You can use the "Plug-Scope" anywhere . . . and it's easy to use. Ten minutes practice makes anyone an expert. Here's the story . . .*



The Champion "Plug-Scope" is a portable transistorized oscilloscope. Small and light, it can be used anywhere, because it's powered by the car's battery. The "Plug-Scope" electronically measures the voltage required to fire each

spark plug and shows it as a line or trace on the screen. (You test a whole set of plugs at once after making just four fast connections.) And these traces are easy to read, even for your customers. The basic patterns are shown below.



**NEW SPARK PLUGS**

New plugs make fairly even traces, well below the warning line. As gaps grow through wear, the amount of voltage required grows greater and the traces become higher.



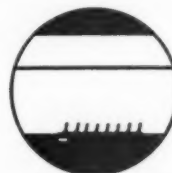
**SATISFACTORY**

The plugs making this pattern probably have several thousand miles on them, but their gaps are not yet so wide as to put the traces above the red warning line.



**UNSATISFACTORY**

Traces above the red warning line indicate plugs with excessive gaps—or other trouble in the ignition system. Low trace (3rd from right) is caused by fouled plug.



**OTHER PATTERNS**

The "Plug-Scope" also has other uses, such as indicating reverse coil polarity (above), loose or broken cables, and checking voltage available from the ignition system.



spark plugs right in an engine

# lets you check a set of -without pulling a plug!

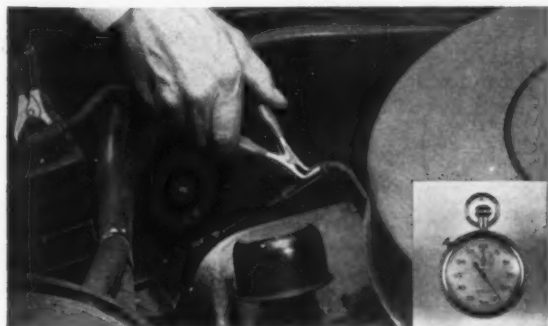
## FOUR EASY STEPS TO USE THE "PLUG-SCOPE"



**1** — It's a fast, easy operation to connect the "Plug-Scope" and test a set of plugs. Snap leads onto each battery terminal. This gives the "Plug-Scope" power.



**2** — Then insert third connector into the center tower of the distributor or the coil. This allows all plugs to be analyzed at the same time.



**3** — Then you snap the fourth connector around *any* spark plug cable. If you know the firing order of the engine, you can pinpoint which plugs need attention.



**4** — Start engine. Suddenly floor accelerator and release immediately. Read traces at instant of acceleration. "Plug-Scope" connected, ready to read in just 33 seconds!

The Champion "Plug-Scope" makes testing spark plugs virtually as easy as checking the oil and water. It gives you a fast, accurate way to pinpoint the 7 out of 10 cars that need spark plug service or replacement. And actual test cases (examples on next page) prove that use of the "Plug-Scope" greatly increases spark plug sales and tune-up business. It all adds up to the fact that the Champion "Plug-Scope" really is the greatest service and sales tool in spark plug history. And best of all, the suggested price is only \$49.95\* with 50 Champion spark plugs. The sooner you get your "Plug-Scope," the sooner it will pay for itself — and start adding to your profits!

\*Suggested dealer price for "Plug-Scope" only. Spark plugs at regular 50-lot dealer price (minimum dealer price established by Fair Trade agreements in Fair Trade States).

# Here's how the "Plug-Scope" increased sales for these dealers

*Taken from tape-recorded interviews, here are some actual comments from dealers who took part in an advance test of the "Plug-Scope"*

Charles Pall, of Pall's Standard Service, Chicago, Ill.: "We've sold about 250 plugs in the week since we've been working with the Scope. It's a very simple instrument and it certainly makes an impression on a customer. A lot of people that I've never seen before have been in for a plug check, so I'm sold on it myself."



John Maxwell and Dave Monteith, of M & M Chevron Station, San Francisco, Calif.: "It saves 90% of our time. We're able to contact more customers for a much needed service and open up a big market for ourselves. It's not only easy to operate, it's easy to explain to a customer."



Bill Brady, of Brady's Esso Service-center, Phoenixville, Pa.: "We've had the Scope two weeks now, and we've sold about three times as many spark plugs as we usually do. People are curious about the electronic device we have. The instructions are very simple and it's easy to operate."



John Whitfield, of Whitfield's Esso Service, Nashville, Tenn.: "When we started using the 'Plug-Scope' our sales went from two plugs a week to about 150! And our tune-up went from about \$20 to \$246 a week. Just by using the Scope to sell spark plugs - and the plugs to sell tune-ups."



Vic Kotrla, of A.V. Kotrla Humble Service, Dallas, Tex.: "It's a much better way to check plugs. It's simple to operate, easy to read and gives us a real opportunity to get under the hood. We sold three sets of plugs with it today, and the fourth one is coming in tomorrow."



Ken Major, of Ken & Will's Pure Service, Glen Ellyn, Ill.: "We've used the Scope on about 50 cars and sold about 30 of them new plugs. And some of these customers figured if they were due for plugs, they probably were due for a tune-up, too, and told us to go ahead and do it."



## Front-End Service

(Continued from page 45)

slack. Holding the scale with the dimensional reading even with the edge of a chain link, apply the 30 ft. lbs. torque in the reverse direction and note the amount of chain rotation. See Fig. 17.

If the movement of the chain is greater than 3/16" inch, as indicated by the scale, install a new timing chain. With a 30 ft. lbs. torque applied to the camshaft gear nut, the crankshaft should not move during this check. However, if there is any question, the crankshaft should be blocked to prevent rotation.

## Go After Electrical Jobs

(Continued from page 38)

setting different models, for discovering procedures that are new with changes.

To meet needs we carry a \$200 cost stock in points and condensers. A \$500 investment in circuit testers, voltmeter and headlight machines helps take care of our customer needs.

We do no other promotion than discussing with the customer the electrical trouble spots in his car. Showing him the worn wire or bad switch, we explain the difference it will make in car performance. He appreciates the difference too when he finds his car running better. It brings repeat business and new customers.

## Power Up Profits

(Continued from page 34)

a helper.

"The parts are comparatively light in weight, and small enough to handle easily. With my power jack, I can push or pull the body into shape singlehandedly."

Working on these cars can be a headache without the proper hand tools.

"I have some \$300 invested in these tools," Rodriguez continued. "It takes different hand tools for each foreign make—German, Italian, French. I have them all and three tool chests to keep them separated, so there is no lost time hunting those I need."

Rodriguez, given his choice, prefers working on economy imports because "they go faster. There is less lost motion involved."

The speed with which Rodriguez dispatches the economy import jobs set Luna to figuring. It didn't take him long to come to the con-

clusion that a slow worker, regardless of how good a workman, couldn't make a shop any money—"not even working on a straight salary, rather than on 50% of customer labor."

Slow workers keep work stalls tied up too long. Their jobs are held up too long, and can't be delivered and billed on schedule.

"With high rent and high overhead, each stall has to produce a given amount for a given time. What it takes is fast workers, properly equipped to make

money," he said.

At Luna's Body Shop work has to come off on schedule in order to keep the paint department from sitting idle, with stand-by time to be absorbed.

"A body man who is fast doesn't kill himself. He has just learned how to make every move count. He just doesn't waste his time. That explains how he can easily afford to invest in tools that save his time and put extra money in his pay envelope every week," Luna concluded.



## CHROME RINGS

(whether 3 or 4 Ring Piston) in each cylinder to fight dirt, plus . . .

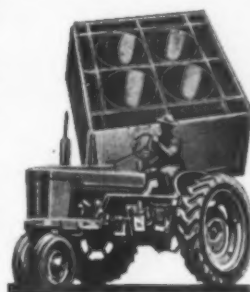
- Grade "A" iron in sleeves, plus
- Tin-plated aluminum alloy pistons
- . . . weight and size graded

Just a few of many reasons why BASIC Dealers take great pride in selling

## BASIC SLEEVE ASSEMBLY SETS

For maximum customer satisfaction. For greatest profit to you in overhauling tractors and trucks.

Unique BASIC presents a revolutionary engineering concept. Pre-planning and precision techniques practiced by master builders of the finest automotive engine parts are applied in manufacturing BASIC pins, pistons, rings and sleeves. Each is perfectly balanced, accurately fitted, designed to resist distortion and run smoother at operating temperatures. Tractor owners enjoy longer engine life, greater economy and increased power up to 26%.



Competitive Ford Tractor Assemblies Also Available

WRITE! PHONE! FOR FREE LITERATURE, PROFIT OPPORTUNITIES.

**AUTOMOTIVE WAREHOUSE CO.**  
800 Mississippi St. Jackson 7, Mississippi  
**J. B. COOK AUTO MACHINE CO.**  
1303 McGavock St. Nashville, Tenn.  
**H-M PARTS COMPANY**  
2617-23 Warwick Kansas City, Mo.  
**JOBBERS SERVICE, INC.**  
523 Simpson St., N.W. Atlanta 13, Ga.  
**JOBBERS WAREHOUSE**  
216 W. 29th St. Okla. City, Okla.

**MANUFACTURER'S WAREHOUSING CORP.**  
1016 Monroe St. Fort Worth, Texas  
**SOUTHWEST AUTOMOTIVE WAREHOUSE**  
1611 Avenue G. Lubbock, Texas  
**TOOL & PARTS WAREHOUSE, INC.**  
c/o Border Warehouse Donna, Texas  
**TOOL & PARTS WAREHOUSE, INC.**  
2816 Commerce St. Dallas 26, Texas  
**TOOL & PARTS WAREHOUSE, INC.**  
111 N. Gable St. Houston, Texas

**BASIC SLEEVE ASSOCIATES**

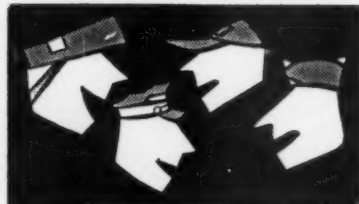
# Readers are invited to contribute to— **SHOP TALK**

## "SHYSTER" IS NOMINATED

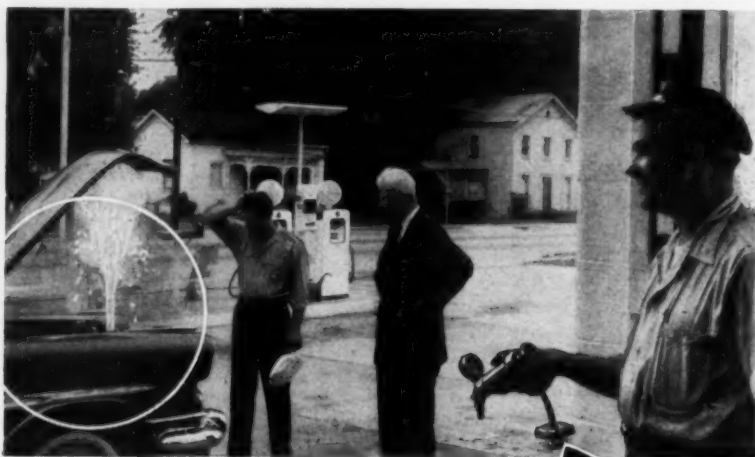
Somewhere there's a factory man who isn't exactly admired by another man, because here is the reason given for nominating the former as the "Automotive Man of the Year" by judges for the Auto-

motive Warehouse Distributors Association:

"He is an industrial shyster who has completely upset the battery industry, demoralized sales effort, bankrupted the conscientious, used advertising falsely and absconded with company funds."



A column of informal comments about the automotive trade and its problems



And one veteran parts wholesaler frowned upon the idea of selecting an "Automotive Man of the Year," saying, "I do not approve of such a plan or program."

One respondent said on his ballot form: "Don't know of anyone who is worthy."

The judges did, though: Victor L. Toft, the first president of the newly-born Automotive Service Industry Association. He's vice president of The Sidles Co., Omaha, Neb.

## WHY NOT CREDIT CARD FOR GARAGES?

Roanoke, Va.

Dear Sir:

A few years ago practically every independent automobile repair shop had a "Certified Automotive Service (CAS) Finance Plan" sign displayed in the Roanoke area. Today this plan has been discontinued and the auto repair shop operator has no finance or budget plan for auto repairs and parts to offer the car-owning public.

The fact that the car owner who made an application for CAS financing of repairs for his car, had to go to a small loan company office to make the arrangements for the loan was largely responsible for the failure of this plan is

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.



## ready for trouble with Stant Tester

When the customer is mad and the service man doesn't know what to do, the boss knows he can find the trouble fast with Stant's new *Universal* ST-255 Tester. Flexible hose and cap-type end enable you to use it anywhere you can operate a cap.

*Sensationally different!* Get this Stant tool for complete cooling system service . . . satisfied customers! Ask your jobber for introductory offer . . . bonus caps make your cost unbelievably low!

STANT MANUFACTURING CO., INC.,  
Connersville, Indiana.

used on America's Finest Automobiles as  
Standard Equipment for a generation





# LET THE NEW MOPAR SONO 4X MUFFLER HELP BRIGHTEN YOUR PROFIT PICTURE



The new MoPar Sono 4X Muffler continues to be a "best seller" at service outlets everywhere. You, too, can brighten your profit picture with this muffler because—

## IT GIVES YOU:

- Bigger profit margin by reducing installation time.
- Reduced inventory by standardization of models—saves you storage space.
- Chrysler-engineered performance—assures perfect operation with related parts.

## IT GIVES YOUR CUSTOMER:

- Up to 100% longer muffler life—zinc coated inside and out.
- Measurably quieter operation—bigger tubes, less back pressure.
- Performance backed by many years of Chrysler engineering research.

For quick service on muffler orders—or the complete "bumper to bumper" line of MoPar profit-makers—call your local MoPar Wholesaler or Plymouth, Dodge, De Soto, Chrysler or Imperial Dealer.



**Sell the line that keeps your customers sold on you—MoPar**

the opinion of many shop operators. Only a certain percentage of car owners patronize small-loan companies, while some people are actually insulted when someone suggests that they go to a small-loan company.

A larger percentage of the gross volume of business being done each year by the oil companies and mail order houses (Sears, Roebuck & Co.) is by means of their credit cards and installment financing. The future success of independent auto repair shops operator will de-

pend to a large extent on the development of a credit management plan that will compete with these plans. Any plan entirely dependent on small-loan company financing is doomed to failure.

Do you have any information of any garage association groups having a complete credit control program proposed or in operation, which would include credit cards, installment financing through banks and small-loan companies, central collecting office or possibly jobber cooperation on credit grant-

ing and collecting? A program that would reduce open-account losses for garages and increase volume of sales with an effective budget plan would be of tremendous value to the independent repairman. This could be the basic service a national group could initiate that would make association membership worthwhile.

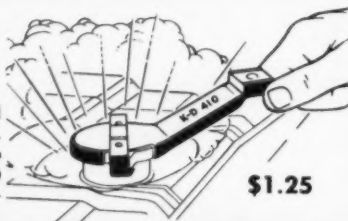
**WINFRED K. CUNDIFF,**  
Cundiff Auto Body Service,  
Inc.

*There's been talk, off and on, of some kind of credit card, but generally this hasn't been worked out for wide areas yet.*

## MORE... NEW K-D TOOLS FOR FALL 1959

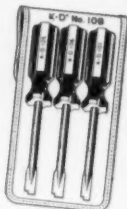
### PREVENT BURNED HANDS! the K-D 410 RADIATOR CAP WRENCH

Removes and replaces all standard radiator caps, no matter how tight the seal. Permanent magnet holds tool and cap to any steel surface (fender, gas pump, etc.) while you work. Strongly made and rust-proofed for durability.



### ACCURACY with EASE!

with the  
K-D No. 108  
DISTRIBUTOR  
POINT  
ADJUSTING  
TOOL  
SET

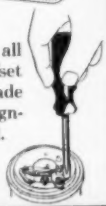


In strong plastic kit

For Chrysler-built and all Ford-built 1949 to date. Offset bit fits hole in plate, and blade turns point bracket. Self aligning. Tool steel, rustproofed.

**\$3.60**

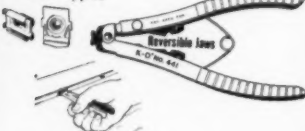
Individual Tools \$1.25



### UNIVERSAL!

#### K-D 441 MOLDING CLIP TOOL

Installs  
both types



New REVERSIBLE jaw feature. Safety jaw design reduces danger of fracturing clips. Correctly tempered and rust-proofed for long service.

**\$3.45**

No. 440 for Chevrolet, Buick, Oldsmobile through 1958. With improved safety jaw construction, \$2.15.



### FREE!

Just off the press, all tools shown above, plus these:

NO. 915 FORD OVERHEAD VALVE SPRING COMPRESSOR

NO. 501 VACUUM CUP VALVE GRINDER,  $\frac{5}{16}$ "- $\frac{1}{8}$ "

NO. 176 BASE FOR 175 CYL. HEAD STAND

NO. 190 OIL FILTER TOOL

**K-D TOOLS**

LANCASTER, PA. U.S.A.

ALL PRICES SHOWN ARE EASTERN RESALE, HIGHER WEST

New! UNIVERSAL NUT CRACKER. SIZES  $\frac{1}{8}$ " THROUGH  $\frac{1}{2}$ ". WORKS IN TIGHT PLACES. PARALLEL CUTTING ACTION, NO THREAD DAMAGE! \$7.95 Eastern Resale.



### Doesn't Forget Filters

(Continued from page 39)

a display."

A profitable item with a markup of 40 to 50%, the filter element takes only two minutes to inspect and test, another couple of minutes to install. There is no labor charge.

The testing device so effective in convincing a customer he has a dirty air filter costs \$7.

"We believe that prompt attention and a quick visual checkup under the hood on every car increases volume in every item. Not only air filter elements are now selling because we pay attention to them but we've had a 25% gain in windshield wiper blades, fan belts, in sealed beam headlamps and other items because we take the time to look and the time to inform the customer," Lilly said.

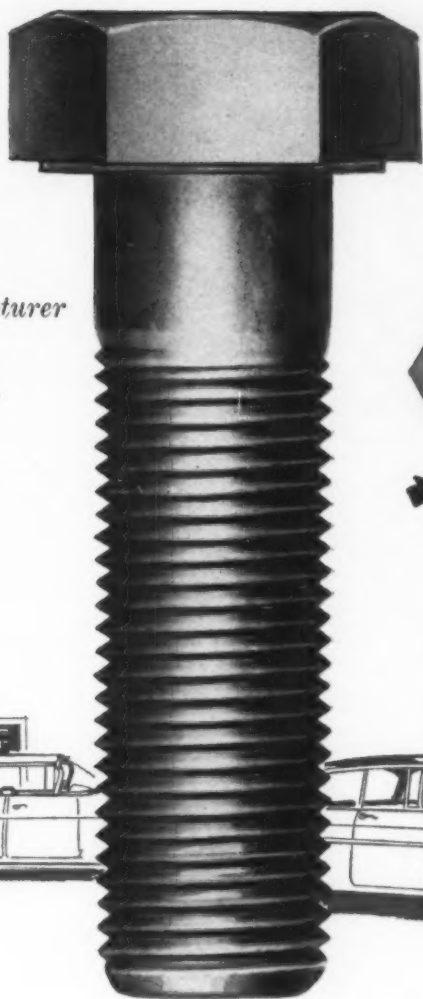
### Manager of Dodge Sees Fine Market Ahead

A top auto executive predicted last month that 1960's conventional-sized, popular-priced cars will register at least three million sales during the new model year.

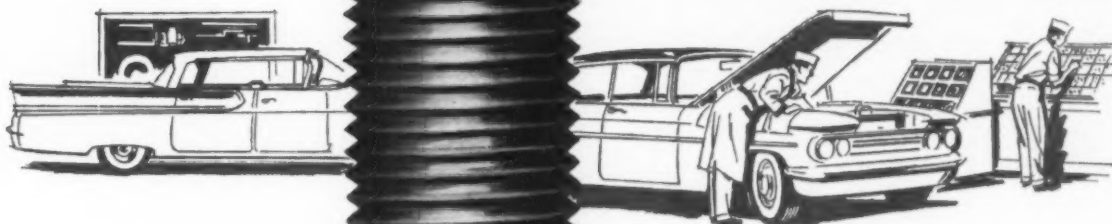
M. C. Patterson, Dodge general manager, said Dodge's new entry in the "popular-price field"—the Dodge Dart—and the other three makes in this category, will account for more than half of the 1960 car market, despite introduction of the smaller-sized cars by the major auto companies.

"The 1960 automobile market should range between  $6\frac{1}{2}$  to 7 million new cars, including half a million imported cars," Patterson said. "The biggest car market in America will continue to be the economically-priced and economical-to-operate six-passenger, family-sized automobiles."

*From the world's  
largest manufacturer  
of automotive  
fasteners...*



*See those radial marks and the Lamson  
"L"? They're put there for very good reasons.  
To see what they mean to you, read below.*



## **TWO WAYS TO BE SURE** *you're not gambling on cap screw quality*

**W**HEN you buy cap screws, always look for the radial marks that signify high tensile strength. They're your guarantee that you're buying *high carbon* cap screws...fasteners that protect not only your reputation, but possibly the very lives of your customers.

Why gamble on something "just as good" to save a few pennies? Many leading automotive manufacturers

insist that their dealers buy *only* cap screws with this industry-accepted mark of quality.

As final proof of top quality, look for the "L 1038" on the head. This identifies the L & S high carbon, double heat treated cap screw — the finest money can buy. For absolute precision, maximum strength, high torque, you just can't beat it!



### **LAMSON & SESSIONS**

5000 TIEDEMAN ROAD • CLEVELAND, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

Dear Bill,

I don't doubt that you wonder how a legitimate shop can get any business in certain lines where the specialists advertise they will install seat covers, mufflers, or whatever they sell, for free, or package-deal some big job for a song.

Naturally many motorists will read these ads and go to these specialists' shops when they need the service indicated.

If we were panicked by every advertisement we saw where the



# TUNGSTEN IGNITION CABINETS



**...open and shut case  
of tune-up service  
and profits!**

Business is better once you open the doors of these TUNGSTEN "Add-A-Section" TUNE-UP CABINETS! And, what's more, you pyramid your profits with every "Add-A-Section" you buy!

TUNGSTEN TUNE-UP CABINETS are designed with doors that are keyed alike to protect your investment. Every section of the cabinet is FREE to the dealer... all that anybody ever pays for are those PRECISION-MADE TUNGSTEN IGNITION PARTS!

WRITE FOR CATALOG

TUNGSTEN CONTACT MFG. CO., Inc. - North Bergen, New Jersey



part or accessory was installed free, and started to follow suit by trying to give away our labor, we'd soon be out of business.

On the other hand, if we completely ignored these inducements to our customers we'd deserve to lose them to the newcomers.

We consider that knowledge is a big step toward winning this battle, so we investigate what the competition is selling. We find out what grade of materials go into the bargain seat covers. We check into the type of labor and parts going into the rebuilt engines and transmissions. We find out about the battery or tire they sell and we compare all these findings with what we are prepared to offer.

If the products involved are shoddy beyond any hope of competition by a legitimate shop, then we rest easy. Very few of our good customers will give them a thought. And if they do, the lesson they learn will bring them home again chop-chop.

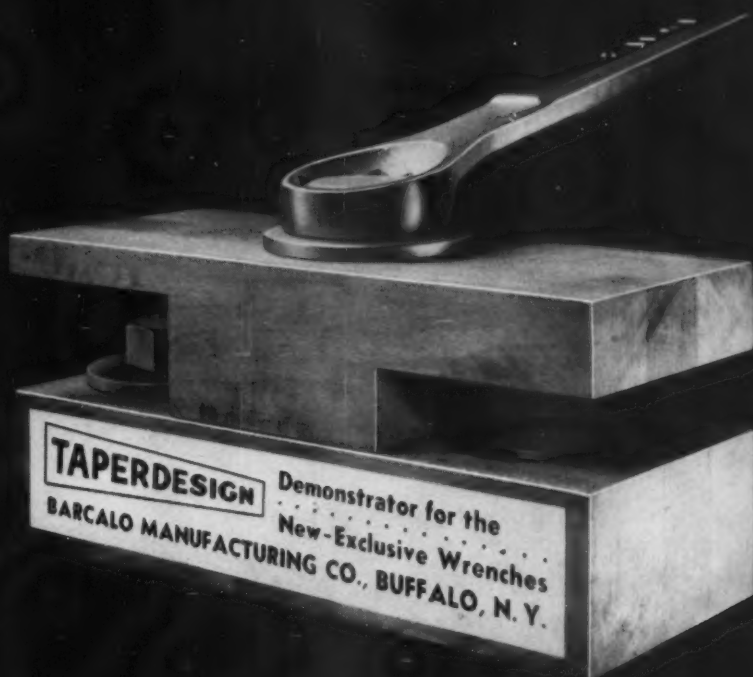
Very often we find from our investigations that our efficient departments can match the prices advertised. As a sales lever, we either obtain a sample of the competition's product or have a good description of the service they supply at hand.

We see that our customers have a choice of the product advertised or our comparable product, or whatever range of better materials we can supply. Very often this is the very scheme used in the advertising. An all-out blast of a startlingly low price, but when the prospect calls on them they are switched to a higher-priced product. Frequently the higher-priced item is over our usual price for the regular one.

Some operators choose to ignore new competition and have nothing but a shrug for an inquiry regarding the products advertised. This



this mechanic is selling himself!

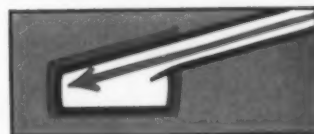


## Barcalo's exclusive Taper Design wrenches will double your hand tool business!

THE STRAIGHT SHAFT AND EXCLUSIVE TAPERED END  
...demonstrated by the block shown above will prove  
that Barcalo's new Taper Design wrenches sell on sight.

For your Free Taper Design Demonstrator write to:

Mr. James H. Brockway, Barcalo Manufacturing Co., 225 Louisiana St., Buffalo 4, N.Y.



# TAPER DESIGN



wrenches by Barcalo

FOR 47 YEARS MAKERS OF FINE QUALITY DROP-FORGED WRENCHES AND PLIERS

head-in-the-sand attitude tends to send many customers shopping to find out for themselves.

We have efficient, well-paid experts in all our departments, and we give them the best equipment available to do the work. So we aren't afraid to nose out any competition that may drain off our business and meet them on any fair ground.

By this I don't mean to say we'll sell anything so shoddy we can't stand behind it. We give the customer the facts about quality and

extent of service to expect from ours or the competition's offering. If this fits in with the length of time the owner expects to drive his car before trade and is the quality he wants, then we have a good chance of selling him instead of letting him go elsewhere. We thus maintain our volume and ability to meet competition.

By the way, Ole Scout, what are your plans for Christmas? That time's right here again with us.

Yrs,  
Ed.

## Front-End Yields \$\$

(Continued from page 40)

expansion plans," said Lawrence. "At present we are handling all the truck business we can and we certainly don't want to be turning any down."

His brother Harold added:

"By the time we are ready to install the second machine we will know which of Tittle's two helpers is better qualified. We'll send him to a school for specialized training, then we figure we may double the amount of truck repairing in our shop."

Truck repairs constitute about half of the Fullilove garage's total trade and the brothers report it's getting better all the time.

"The nice thing about that," remarked Harold, "is that it's more profitable than auto repairing."

### Machine Had to Be Modified

The frame unit at Fullilove is nine years old and excellent for the work it was originally built to do. But in order to service larger trucks with varying needs the Fulliloves and Tittle have modified and strengthened the machine at numerous points. Now it can be used for virtually any frame or axle housing work, front-end alignment and wheel balancing.

"And when we buy the new machine," said Lawrence, "we'll know exactly the size and type machine we want."

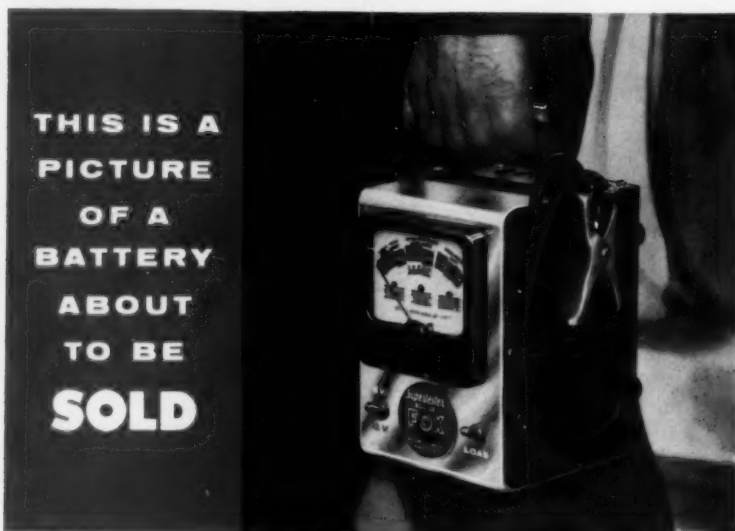
The Fullilove brothers, both of whom were in military service in World War II, set up a two-man garage after the war doing general repairs.

Ten years ago they decided to expand and built a brick shop on First Avenue, North, one of Birmingham's busiest thoroughfares. The new structure is 50' by 100' with a 10' by 14' office, with separate entrance at the front, a 12' by 12' parts room and a rear exit.

They opened the new garage, with the frame machine installed, Jan. 1, 1950, and soon thereafter hired Chester Tittle as a mechanic. Tittle indicated an interest in truck work, so the Fulliloves sent him to a training school. Truck business picked up steadily.

Now Fullilove has an eight-man shop. The company owns property on each side of the present shop, a major factor in its expansion plans.

The Fullilove brothers operate an excavating company in conjunction with their automotive repair shop.



*The No. 1 cause of road breakdown...  
battery system failure...is a rich market to cultivate*

Half of your customers are going to buy a battery this year. They'll get it from you if you test the battery every time you raise the hood. Batteries give warnings before they go bad and your customer will thank you for a warning that avoids the high cost and inconvenience of a road failure.

The Fox 200 Tester, illustrated above, sells batteries for you. It tests 6 and 12 volt batteries completely by attachment to terminals only. It tells you 1) charge in battery; 2) condition of battery; 3) car systems electric shorts and leakage; 4) operation of generator system.

It will show you that 1 of every 10 batteries you test will need to be replaced, that 3 need to be recharged.



**ASK YOUR  
DISTRIBUTOR**

The Fox 5 Payment Plan enables you to buy the 200 Tester without extra charges for financing. You pay for it out of the money it earns for you. FOX Products Company, 4706 N. 18th St., Philadelphia 18, Penna.



Better products, faster, from your National Seal jobber:



HAVE SEALS YOU NEED with National Seal Service Stock 5511 or 5512. Steel cabinet, installation tool, price and application data come with stock.

## Ring up extra profits on repacks and relines with new National Oil Seals!



Always replace with National to insure complete customer satisfaction; protect yourself against costly callbacks!

For perfect safety, complete customer satisfaction . . . extra profits, too, use new National Oil Seals with *every* repack or reline.

New National Oil Seals hold fresh grease in the bearings, where it belongs. They prevent bearings from running dry and wearing prematurely; keep grease from ruining new linings. You boost your gross profit on repacks and relines—for just a few minutes extra work on each.

Play it safe! *Whenever* you remove an oil seal, replace with National. Your National Seal jobber gives fast delivery on his complete line.

# NATIONAL OIL SEALS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



## Reconditioning Moves Cars

(Continued from page 37)

one for any colored upholstery can be matched.

Thus the cleaning and tinting are done in one operation, providing the fabric is either wool or cotton.

But on the Cadillac mentioned earlier, the leather-trimmed upholstery was badly stained and faded. It looked rough, but not ragged.

Consequently, the operator

shampooed the upholstery, leather and fabric with the plain shampoo. No tint was added to it.

The shampoo removed most of the stains, making them hardly noticeable, but it did not restore the original color.

The upholstery had metallic threads running through the material to give it a pattern. The gold-colored threads which were not faded made the dark material look dull after it had been shampooed and dried.

With masking tape, the operator

masked off the white leather trim and with a spray gun went over the fabric with a dye. This gave the fabric its original color and luster. Later, the white leather trim was gone over with a white spray.

There are 15 different color dyes for this spray work which can be reduced to match any available upholstery color. The amount of spray (which is a dye) depends on how prominent the shampooed stains are and how badly faded the material is.

This same procedure pertains to doing the panels and the floor mats.

The headlining in this Cadillac was white leather, the same as the seat trim. All leather was given a spray treatment with a white color dye that filled all cracks in the leather and made it supple and leather-like to the touch.

When headlining is of wool or cotton fabric, it is shampooed with tint added. If it is stained, it is shampooed, then sprayed. In spraying headlining care has to be taken so that seams do not come out darker or lighter than the rest of the material.

"It takes no longer than three hours to do this upholstery re-newing—one hour to shampoo and two hours to dye," said Gale Lindsey, manager of the used-car reconditioning department. "Charging the used-car department a flat \$9 still leaves us a small margin of profit. Of course, the real profit is picked up at the used-car lot in increased sales, faster sales and at better prices."

This reconditioning has become so profitable from so many different angles that this dealer recently acquired a nine-bay building nearby for this work exclusively.

Two bays are used by two operators to do the upholstery work, one bay is used for washing, two bays for waxing and polishing, one bay for lubrication, one bay for light mechanical work, one bay for engine cleaning and one bay is for the office and estimating.

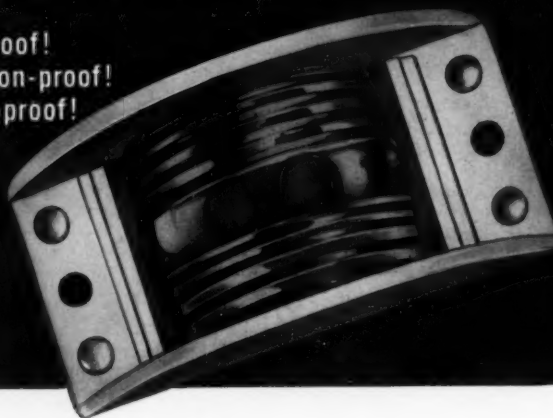
### Pontiac Sets Ten-Day Record

The 1960 Pontiac has produced the largest ten-day announcement period for retail sales ever experienced by Pontiac Motor Division, according to S. E. Knudsen, Pontiac general manager. Beginning Oct. 1, retail sales were 18,354 new cars, the first ten days, with dealers reporting a backlog of retail orders for 17,133.

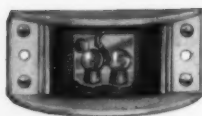
# NEW! from

# GRIFFIN

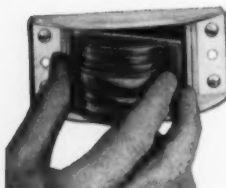
- ★ Rust-proof!
- ★ Corrosion-proof!
- ★ Failure-proof!



## All-Aluminum Armored Lamp with Exclusive Snap-In Lens



Both bulbs burn simultaneously. If one fails, remaining bulb offers complete safety protection.



Special feature lens of Lucite snaps in and snaps out without use of tools for bulb replacement. Interior lens optics—smooth outside surface for easy cleaning.

Can't fail on the highway, because two bulbs give double protection. No road stops are necessary—dead bulb can be replaced during terminal inspections.

Quick, easy mounting saves dollars in labor. "Flat Back" with no connector socket extrusion permits flush mounting, with only one small-diameter hole for wire entry. Outside mounting bolts eliminate need for lamp dis-assembly. Model No. 111-2. Also available in single bulb, Model No. 111.

**THE GRIFFIN LAMP COMPANY**  
Shelby, Mississippi







# \$16,800 EXTRA ANNUALLY!

Interested in increasing income, Al and Bob's Service Station of Chicago investigated the rapidly expanding Brake Service market. Sensing the profit potential in Brakes, they equipped their shop with a versatile AMMCO Brake-Shop-On-Wheels. The profitable combination of the correct equipment and merchandising now brings in 30 brake jobs a month and an extra \$16,800 annually from Brake Service alone. One job a week more than pays the cost of the equipment. And, with increased brake profits, they have realized corresponding increased volume and profits in Gasoline, Oil, T.B.A. items, and other services as well.

You, too, can put this powerful combination to work in your area. AMMCO's free new booklet tells you how.

**REQUEST THIS BOOKLET TODAY . . .** Tells how Brake Service can greatly increase income . . . build profits for you. Includes important step-by-step tips on brake inspection and servicing too.



**AMMCO TOOLS, INC.**

2158 Commonwealth Avenue, North Chicago, Illinois

**HOW ONE SERVICE STATION GROSSES  
\$16,800 A YEAR IN BRAKE SERVICE!**

**HOW TO INSPECT AND SERVICE BRAKES!**

*Write for this  
booklet today!*

## Air Wrench Alters Mechanic Life, According to Virginia Garage Owner

By **RALPH COPENHAVER**

Owner, Cherrydale Garage, Arlington, Va.

**I** WOULD like to put in a word for the air wrench because it has made such a difference in the life of a mechanic.

I know of no tool that has saved

the mechanic the physical wear and tear, that has spared him the exhausting effort that the air wrench has.

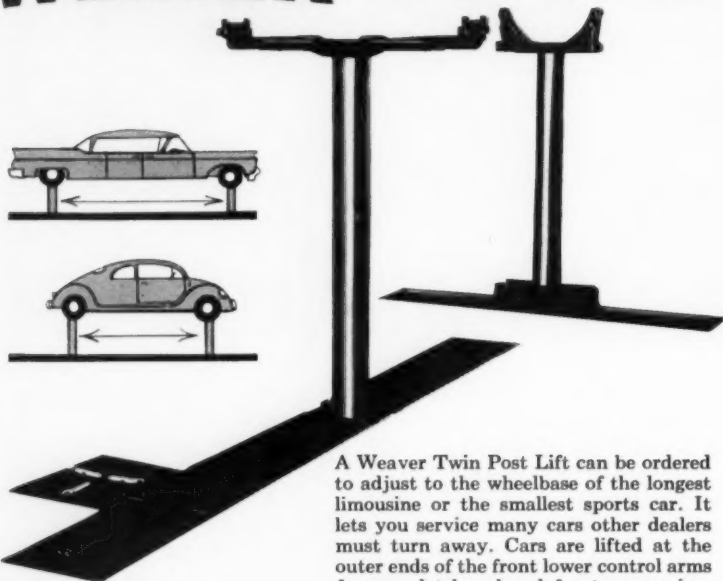
It now takes a mechanic five



This Virginian has only the kindest of words for power wrenches. Here he's using one to pull sticky head bolts from an engine.

You can handle them all—  
big or small—with a...

# WEAVER® TWIN POST® LIFT



### OLDER MODELS CAN BE MODERNIZED

Any model Weaver Twin Post Lift, regardless of age, can be up-dated to handle current model cars with current production saddles and adjustable adapters, or conversion packages. Ask your jobber for details, giving model number and wheelbase capacity of your Weaver Twin Post Lift.

A Weaver Twin Post Lift can be ordered to adjust to the wheelbase of the longest limousine or the smallest sports car. It lets you service many cars other dealers must turn away. Cars are lifted at the outer ends of the front lower control arms for completely relaxed front suspension. There are no rails to obstruct under-chassis work. With a Weaver Twin Post Lift your mechanics can work faster, more efficiently, service more cars in a shorter time. Weaver Twin Post Lifts are available in four sizes, eight models, to provide a full range of lifting capacities. Call your Weaver jobber or write for Bulletin SAJ 457.

WEAVER MANUFACTURING COMPANY, SPRINGFIELD, ILL., U.S.A.  
Division of Dura Corporation (Formerly Detroit Harvester Company)

COMPLETE LINE—AND NO ONE BUILDS IT BETTER THAN WEAVER



**SERVICE SHOP EQUIPMENT**  
SINCE 1910

Complete Weaver line includes: Twin Post® Lifts • Triple Post Lifts\* • Frame Type, Roll-On and Free-Wheel Single Post Lifts • Unit Lifts • Bumper Jacks • Car Washers • Wheel Alignment Equipment • Headlight Testers • Brake Testers • Wheel Balancing Equipment • Jacks • Wheel Dollies • and Air Compressors. (\*Registered Trademarks)

minutes to remove head bolts from any six-cylinder engine. I can recall struggling one hour with tight, sticky bolts removing them manually. And when I had succeeded, I was so tired and worn out that I was productively worthless for the rest of the afternoon, I was too weary to go on to the next job.

Today, removing and replacing bolts by power wrench is a fast, easy and simple job. One air wrench replaces practically one man. We now have two air wrenches working for us at an investment of \$185 each.

### Stable Car Style Trend Seen by Renault Chief

**E**UROPEAN automobile manufacturers' philosophy that little style change in cars should take place over long periods of time is gaining acceptance with the American public, according to Robert E. Valode, vice president and general manager of Renault.

Since World War II, Valode said, "the customer has become increasingly resistant toward changes.

"Many buyers," he said, "now favor makes offering little changes over long periods of time. They know that their investment will depreciate slowly, in accordance with the use of the car, and not rapidly because of style change."

Valode also said that "the stability of a model permits resolving, under favorable conditions, the major problems of today's automobile selling — service." He added that "a manufacturer's success in meeting this problem . . . will largely govern the success or failure of his product."

# New G-E HELPEROO speeds up paper work, makes dozens of your daily chores easier

• HANG IT  
• HOLD IT  
• HAND IT

A PAIR OF  
HELPEROOS  
**FREE**

...with a case of 12  
**G-E SUBURBAN  
HEADLAMPS**

The right size to hold practically all your  
forms (6 1/2" x 10")  
Rugged waterproof fiberboard



**Suburban HEADLAMPS**

BUY A PAIR TODAY... SEE BETTER AGAINST ONCOMING CARS TONIGHT

Or get a colorful display plus window streamer **FREE**  
with a case of 12 G-E SUBURBAN Headlamps

## EXCLUSIVE IN G-E SUBURBAN HEADLAMPS... Low Beam Filament On Focus

Up to now most night driving was on the upper beam, so all 7" headlamps had the upper beam filament on focus to provide maximum beam control. Most night driving is now on the low beam, so General Electric has built an exclusive feature into new G-E SUBURBAN Headlamps: *the low beam filament is on focus*. Drivers get a "spotlight" effect on the low beam... more light down the right side of the road to help them see in spite of the other cars' lights. Watch for General Electric SUBURBAN Headlamp ads this month and next in Saturday Evening Post, Look and Popular Mechanics. And get your free Helperoos with a 12-headlamp case of G-E SUBURBAN Headlamps. Sell headlamps two-at-a-time!



*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

IF SCRIBBLING ON CEMENT POCKMARKS YOUR PAPER



IF YOU POKE YOUR PALM WITH YOUR PENCIL POINT



IF YOU USE CUSTOMERS' CARS AS A "SCRATCH-PAD"



IF YOU NICK YOUR KNEE WITH YOUR PEN



IF YOUR DESK'S ALWAYS LOADED WITH LITTER



IF YOUR CUSTOMERS GET WRENCHED-WRISTS FROM  
SIGNING CREDIT CARDS



**THEN YOU NEED A PAIR OF  
G-E HELPEROOS**

**DON'T MISS OUT!** A pair of Helperoos is free with a case of 12 G-E SUBURBAN Headlamps. Contact your General Electric SUBURBAN Headlamp supplier today! General Electric Co., Miniature Lamp Dept. M-908, Nela Park, Cleveland 12, Ohio.

## Rear Lights Default More Times On Fifth Straight Safety-Check

**F**OR the fifth year in a row, rear lights were most often found to be in need of service attention."

That statement was made by Charles C. Freed, chairman of the Inter-Industry Highway Safety Committee, on completion of the committee's 1959 National Vehicle Safety-Check program.

"Next in order of items most frequently found in unsafe condition," he said, "were front lights, brakes, exhaust systems and tires. This is the first time since 1954 that front lights have had a greater incidence of unsafe condition than brakes."

Results of this year's safety-check program show, for the fifth consecutive year, that one out of every five vehicles need maintenance attention for safe driving condition.

An all-time high of 3,096,630 vehicles was reported safety-checked at community check lanes,

dealer service departments and by industrial plants, government agencies and military installations.

Freed congratulated the more than 3,000,000 motorists who co-operated in the program, adding a word of praise for those who had unsafe items corrected and then returned for a recheck. "This extra effort to make sure their cars were in safe driving condition," he said, "demonstrates an acute awareness on the part of these car owners of their responsibility to the rest of the motoring public."

"In this age of turnpike driving, the safe operating condition of the vehicles on our streets and highways is vitally important to the safety of all our citizens."

In announcing results of the 1959 program, Freed expressed his appreciation for the public support given, which this year increased the number of community programs to a new high of 2,284.

In addition to increased partici-

(ADVERTISEMENT)

## ENGINE REPAIR BOOM MEANS BIG PROFITS TO SHOPS

Studies show that 70% of major engine reconditioning is performed on cars ranging from 4 to 8 years old. In 1958, the number of passenger cars in this age group was 24,400,000. In the next three years the number in this age group will be:

1959—25,600,000, 1960—26,400,000  
1961—29,000,000

Over the next three years there will be a 20% increase in the group of cars from which major engine reconditioning is derived. Two circumstances which favor a substantial increase in major engine reconditioning are (1) the greater demand of the vehicle owning public for higher operating economy, and (2) the increasing cost of new automobiles which is tending to lengthen the time during which the first owner retains the car.

What does this mean to the repair shop? It means there will be big profit opportunities. Obviously some selling, some promotion, some planning by the repair shop operator and mechanic will be necessary to convert and pull these jobs into their shops. And this is where profits start. Without adequate equipment; dependable proven parts and expeditious service, full profits cannot be realized.

Consider parts — particularly piston rings which are often called the "Heart of the engine". The sale of a re-ringing job will lead to considerable related parts sales like bearings, rods, valves, timing chains, gaskets, etc. This is a known fact; for every \$1.00 worth of piston rings sold, the shop will also net \$3.00 worth of related parts. So piston rings become a vital profit factor to every shop.

One piston ring manufacturer, Muskegon Piston Ring Company, has prepared a new line created to cope with the wealth of jobs "just around the corner". Pertaining only to the year and model engine they were designed for, the line is built to give optimum engine performance and customer satisfaction. Because this all-around top performance is engineered into each set, they are called "Engine-Dated". Briefly, this means getting the right ring in the right engine, specifically to year and model. The sets are attractively packaged (perfect for display purposes) and coded for immediate identification. Inventories are kept low and less cumbersome with the "Engine-Dated" sets.

**NEW FREE BOOKLET.** To help service shops prepare for the increasing ring business, Muskegon has prepared detailed information on the "ENGINE-DATED" sets. The story, plus illustrations of the easy-to-spot and use packages, is told via a comprehensive brochure. Copies may be obtained upon request from Muskegon Piston Ring Company or Muskegon Piston Ring Company, Muskegon, Michigan.

## SCHOFIELD PROFIT BOOSTING autobody replacement panels



*"the number 1 line!"*

- ROCKER PANELS
- SCO-PAN ROCKER PANELS
- ROCKER PANEL EXTENSIONS
- QUARTER PANELS
- FENDER SECTIONS
- QUARTER PANEL SECTIONS
- DOG LEGS
- TAIL LIGHT SECTIONS



**JOBBER:** Certain territories still available.  
Write, wire or phone for full information.

OVER 600 SCHOFIELD PANELS NOW AVAILABLE

**SCHOFIELD MANUFACTURING CO.**

1146 E. 222 St. • Cleveland 17, Ohio



# Now...from Muskegon

# "ENGINE-DATED"

## Piston Ring Sets



Packaged piston rings . . . from the company whose rings are used in one out of every three new cars . . . mean new dependability and sure customer satisfaction for you!

Muskegon "ENGINE-DATED" ring sets are custom engineered for each individual engine on the road today. They are developed in close collaboration with engineers who designed the rings for the original engine. That's why Muskegon's "ENGINE-DATED" sets are right for every re-ring

job in every vehicle . . . assuring job satisfaction and optimum engine performance.

"ENGINE-DATED" Piston Ring Sets come in a distinctive new package that's easy to stock, easy to spot, easy to use. Your Muskegon jobber will give you the big "ENGINE-DATED" story. Call him today for the facts. *Muskegon Piston Ring Company, Muskegon, Michigan.*



pation by public officials, safety, civic and business groups, Freed pointed out the growing participation by industries in providing vehicle safety-checks for employees. Since, he said, this affords an excellent opportunity to cut down off-the-job accidents, the committee will intensify its efforts in the area of employee safety-checks next year.

The voluntary program is conducted annually during May and June in the 34 states which do not require motor vehicle inspection.

Of the 3,096,630 vehicles safety-checked, 2,819,930 were reported checked in community and special programs. Reports of 1,017,329

Items Checked	Cars	%
Rear lights	160,537	30.7
Front lights	98,440	18.8
Brakes	91,413	17.5
Exhaust	45,304	8.6
Tires	39,517	7.5
Steering	29,961	5.7
Windshield wipers	24,475	4.7
Glass	17,628	3.4
Rear view mirror	5,753	1.1
Horn	10,721	2.0
	523,749	100.0%

vehicles checked were not used in the following tables due to insufficient data submitted for tabulation purposes:

Trucks	%	Trucks	%
16,133	31.0	176,870	30.7
8,305	16.0	106,745	18.6
7,577	14.6	98,990	17.2
4,796	9.2	50,100	8.7
2,661	5.1	42,178	7.3
2,760	5.3	32,721	5.7
3,033	5.8	27,508	4.7
3,193	6.1	20,821	3.6
1,704	3.3	7,457	1.3
1,891	3.6	12,612	2.2
		575,802	100.0%

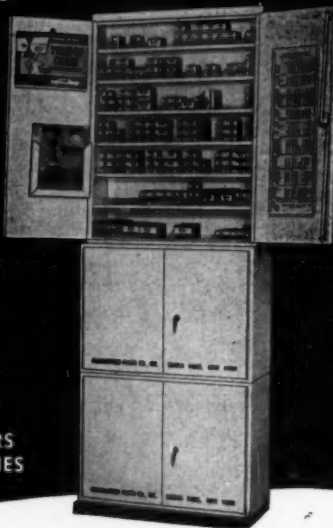
## GUARANTEED'S *new* IGNITION

### *Merchandiser\* Program*



DESIGNED FOR  
LARGE & SMALL  
REPAIR SHOPS  
SERVICING...

- ALL CARS
- TRUCKS
- TRACTORS
- INDUSTRIAL ENGINES
- MARINE
- FOREIGN CARS
- SMALL ENGINES



**\*with built-in LOCKS & KEYS**

**Cabinets FREE to all DEALERS**  
with the purchase of **Guaranteed's**  
*Popular Profit-Making Ignition Parts*



**GUARANTEED  
PARTS CO., INC.**  
SENECA FALLS, N. Y.

FULL DETAILS in New Merchandiser  
Manual FREE upon request

OVER 50 YEARS OF PROGRESS



## Chrysler Dealers Get Set For "Car Care" Program

A COMPREHENSIVE "Certified Car Care" program, "designed to assure the new-car buyer of complete and long-lasting satisfaction, peak performance, economy of operation and safety," was inaugurated by Chrysler Corp. dealers with the introduction of the company's 1960 models.

The program, according to P. B. Hopkins, director of service development and training, "is a realistic approach to the long-term servicing of 1960 Plymouth, Valiant, Dodge, De Soto, Chrysler and Imperial cars."

It was developed by company engineers, he said, and incorporates an owner's 1,000-mile service certificate and a "Certified Car Care" booklet containing coupons that carry suggested maintenance services for each 2,000 miles starting at 3,000 miles and running up to 23,000 miles. Each coupon carries a space for the servicing dealer to sign his name and the date when the work was performed in his shop.

Hopkins said the plan, if followed, is designed to cover two years of average driving and should add appreciably to the resale value of the owner's car.

### Atlanta Fleetmen Hear Bryant

"Pistons, Rings and Cylinders" was the subject of an address by Jack Bryant, chief engineer in charge of the general service department, original equipment and replacement division of Perfect Circle Corp., before the October meeting of the Atlanta, Ga., Fleet Superintendents Association. The program, sponsored by Genuine Parts Co., included films of the 1959 Daytona and Indianapolis races.

**DOW**

**SARAN FIBERS**



**Fishin' Expert**

... it's easy to show him why saran seat covers are a prize catch for rugged service and long wear. Time-tested saran seat covers fit better, look better and last longer because they resist wear, tear, spills, sagging and cupping.

## The most salable seat covers are **SARAN**

**Fashion Expert**

... she'll quickly approve the tasteful, attractive appearance of saran seat covers. Then explain that saran weaves stay colorful because the color is built into every fiber. Woven to "breathe", saran fabrics are more comfortable, summer and winter.



Yes, America's favorite seat cover fabric is time-tested saran. Saran seat covers offer all your customers the ultimate in value. Stock them, display them and you'll see how profitable it is to sell what most people want . . . saran.

For Information Write Plastic sales Dept. 2140ES11.

*Good Car-Keeping begins with beautiful seat covers!*

**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

## Studebaker Gives Tip On Inoperative Clock

**S**TUDEBAKER has issued the following bulletin on inoperative electric clocks:

Inoperative electric clocks may be caused by a bad ground between the clock and the instrument board.

Before inoperative electric clocks are replaced, a ground wire and spacers should be installed in the following manner to provide a proper ground:

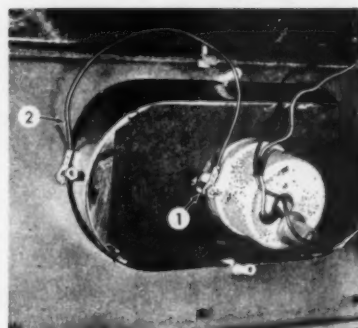
1.—Cut two metal spacers from  $\frac{1}{4}$ " inside diameter tubing  $13/32$ " in length.

2.—Make up a ground wire 10" long from No. 18 gauge insulated wire with terminals at each end.

3.—On cars equipped with a radio, remove the speaker assembly and the large spacer from the grille panel.

4.—Remove the two clock retaining nuts and pull the clock from the retaining studs.

5.—Place one of the metal spacers over each clock retaining stud



"1" indicates metal spacer (each side) and "2" indicates ground wire.

and replace the clock on the retaining studs.

6.—Place one end of the ground cable over the outer clock retainer stud and attach the clock to the grille panel with the two retaining nuts.

7.—Attach the opposite end of the ground wire to the outer grille panel retaining nut, using a small lock washer on each side of the terminal.

8.—On radio-equipped cars, replace the large spacer and the speaker assembly. The ground wire should be placed through the notch in the large spacer with the other two clock wires.

Emunal Hunt has joined the machine shop of **Auto Parts & Bearings, Inc.**, Hot Springs, Ark., bringing the shop crew to three, according to General Manager Ed Smitherman.

A contest on Shaler products sponsored by R. H. Chilton Co., Inc., Nashville, Tenn., netted D. B. True, Jr. (left), of Ashland City Oil Co., Ashland City, Tenn., a check for \$250, in lieu of a week's vacation for two in Florida. Presenting the check is Chilton's territory salesman, Tommy Thomson.



The only premiums  
you get with

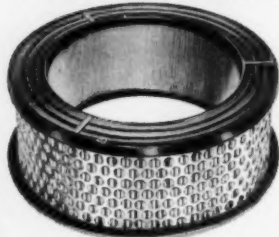


are Premium Filter  
Performance and  
Premium Profits!



Resin-weld  
OIL FILTERS  
with the  
acid-destroying  
Feridium® Anode

ADVERTISED IN  
**LIFE**



Micralytic® FLAME-PROOF  
Carburetor AIR FILTERS

It's NO CONTEST when  
you sell



The Complete Line of Oil, Air and  
Gas Filters that's miles ahead of  
the field!

WRITE FOR CATALOG

North Arlington, N.J.



Discardit®  
LEAK-PROOF  
OIL FILTERS  
with the  
acid-destroying  
Feridium® Anode

ADVERTISED IN  
**POPULAR  
SCIENCE**





## THIS STATION IS EQUIPPED...

to handle the 8 out of 10 vehicles requiring ignition servicing!

**IS YOURS?** Ignition servicing is a virtually untapped multi-million dollar market! 8 of every 10 cars require some ignition servicing... *and their owners don't know it!* With proper equipment and parts, you can locate the trouble spots and correct them fast... at a handsome profit, too.

NIEHOFF can help you cash in on the potential ignition servicing market in your area *without* a big investment in parts, testing equipment and specialized training. The NIEHOFF MAJOR and the NIEHOFF MINOR—attractively-priced, complete tune-up assortments—include *both* ignition parts and testing equipment *plus* the industry's

simplest how-to-do-it guide, *ABC's of MOTOR TUNE-UP*.

Equip now to give your customers the ignition servicing they require... *the servicing they want from you!* Do it with NIEHOFF, *your single source* for everything in tune-up parts, testing equipment, know-how and merchandising. Ask your jobber—or write us direct—for full information.

**FREE FACT BOOKLET...** breaks down ignition servicing market. Write today! Request 8 of 10 Cars Need Ignition Work.

# NIEHOFF

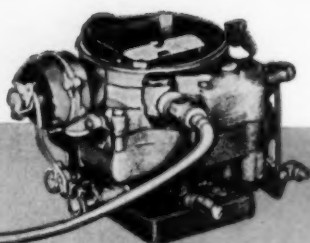


**C. E. NIEHOFF & CO. • 4925 W. Lawrence Avenue • Chicago 30, Illinois**

Ignition Parts • Testing Equipment • Hydraulic Brake Parts

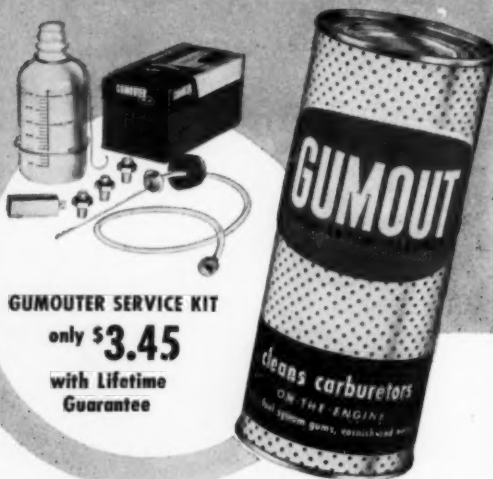


## Transfusion for "sick" carburetors



**Tune-up with GUMOUT.** No tune-up is complete without cleaning the carburetor. GUMOUT and the GUMOUTER Kit will do the job in just 20 minutes.

**Best tune-ups in town.** That's what you give when you use GUMOUT as a regular part of your service. GUMOUT cleans out gum and varnish . . . restores engine pep . . . increases gas mileage.



**GUMOUTER SERVICE KIT**  
only **\$3.45**  
with Lifetime  
Guarantee

Call your jobber or write

**GUMOUT DIVISION** Pennsylvania Refining Company  
2688 Lisbon Road, Cleveland 4, Ohio

Sustain your  
*whole* road program...  
with the economy of  
**Asphalt-paved highways!**

You need the big Interstate roads. You need more and better local and farm-to-market roads. The economy of heavy-duty Asphalt-paved highways gets you both. First, Asphalt-paved roads cost less to build (up to \$11,700 and even up to \$92,600 less per mile). Then, maintenance costs no more, often less. The total savings can serve every highway need . . . sustain your whole road program.

*Ribbons of  
velvet smoothness...  
ASPHALT-paved  
Interstate Highways*



**THE ASPHALT INSTITUTE**  
Asphalt Institute Building, College Park, Md.

## **FOR SALE** **1959 FORD TAXICABS** **\$950.00 Each**

Equipped with brand new 14" tires. Spare wheel, jack. Full taxi package including top-lite. Standard transmissions. Shop data available on every cab.

**WE OWN THESE CARS—WE ARE NOT BROKERS**

**1958 STUDEBAKER TAXICABS**  
Scotsman Model—6 cylinder standard shift.  
Brand New Tires.  
**\$375.00 Each**

**1958 FORD & PLYMOUTH TAXIS**  
as low as **\$275 each**

**SID LAVENE**  
**TAXICAB SPECIALIST**

Henry Hudson Hotel, 353 West 57th St. New York City  
Phones: Tivoli 2-9921 or Columbus 5-6100 Ext. 2135  
Reasonable Transportation Arranged



**Boost Your Profits with Tung-Sol  
...the only complete lighting line!**



**Headlamps, Miniatures,  
Flashers — you've got 'em all**



with **TUNG-SOL**

... all the ingredients for a profitable, one-stop lighting service — the part of the TBA picture that's growing fastest of all!

The number of headlamps on newer cars has *doubled* and there's still plenty of standard 7" headlamp business around as well. In both cases Tung-Sol Vision-Aid headlamps provide the kind of performance your customers can bank on in all kinds of traffic and weather.

The number of miniatures has mushroomed, too ... up to 48 on some of the fancier models. There's a sturdy Tung-Sol miniature for every socket. Miniatures move even faster when they're displayed

in the handy, plastic Tung-Sol merchandisers.

When it comes to servicing direction signals you're in good stead, because only Tung-Sol produces a full line for both passenger car and fleet use.

Get yourself squarely in the lighting service profit picture. Tell your supplier you want the line that's got 'em all ... Tung-Sol! Automotive Products Division, Tung-Sol Electric Inc., Newark 4, N. J.




Ask your supplier about new Tung-Sol Auto Lighting Rack. Stocks everything you need for one-stop lighting service. (24" x 32" x 8")

**TUNG-SOL**

HEADLAMPS • MINIATURE LAMPS • FLASHERS

# Rubbermaid® **KAR-RUGS®** have MOST to sell!



*colorful beauty  
and practical  
utility*

1  
2  
3

## **BRILLIANT COLORS ALWAYS LOOK NEW**

New quality compound builds-in more beautiful colors that stay attractive longer — bounce off dirt, grease and grime with easy soap and water washing.

## **ENGINEERED TO FIT ALL MODERN CARS**

Whether twin mats, one piece door-to-door mats, or the finest custom Krestliner series — every Rubbermaid Kar-Rug is engineered to provide the most accurate fit — and kept updated for current models.

## **SALES MAKING DISPLAYS and PACKAGING**

The outstanding line for car owner attraction — billboard visibility and high impulse sales. And the display program that puts you in the mat business — profitably!

## **IT WILL PAY YOU**

Always the leader in quality, design and engineering... The tremendous popularity and acceptance of Rubbermaid has made it necessary for us to increase production capacity more than 3 fold for 1960. We know it will pay you — in profits and satisfied customers... to insist on Rubbermaid — exclusively!

**RUBBERMAID INC. WOOSTER, OHIO**



# *The* **Thompson Powerforged—**

*a new,  
stronger  
aluminum  
piston for  
cars and  
light trucks*

Here's a piston made to match the power of today's engines . . . a piston so strong it is being used extensively for aircraft and racing cars. An exclusive Thompson process literally rams aluminum slugs into piston forms with tremendous force. This increases metal density which gives the finished piston up to 70% greater strength!

## **It's forged—not cast**

**... up to 70% stronger than cast aluminum pistons  
... furnished tin-plated and in finished sizes**



*Note the exclusive grain structure that provides greater strength... dissipates heat faster... adds more miles of trouble-free operation.*

The extra strength is gained without adding weight. Thompson's Powerforged pistons are the same weight as cast aluminum pistons—will balance perfectly when used as replacements.

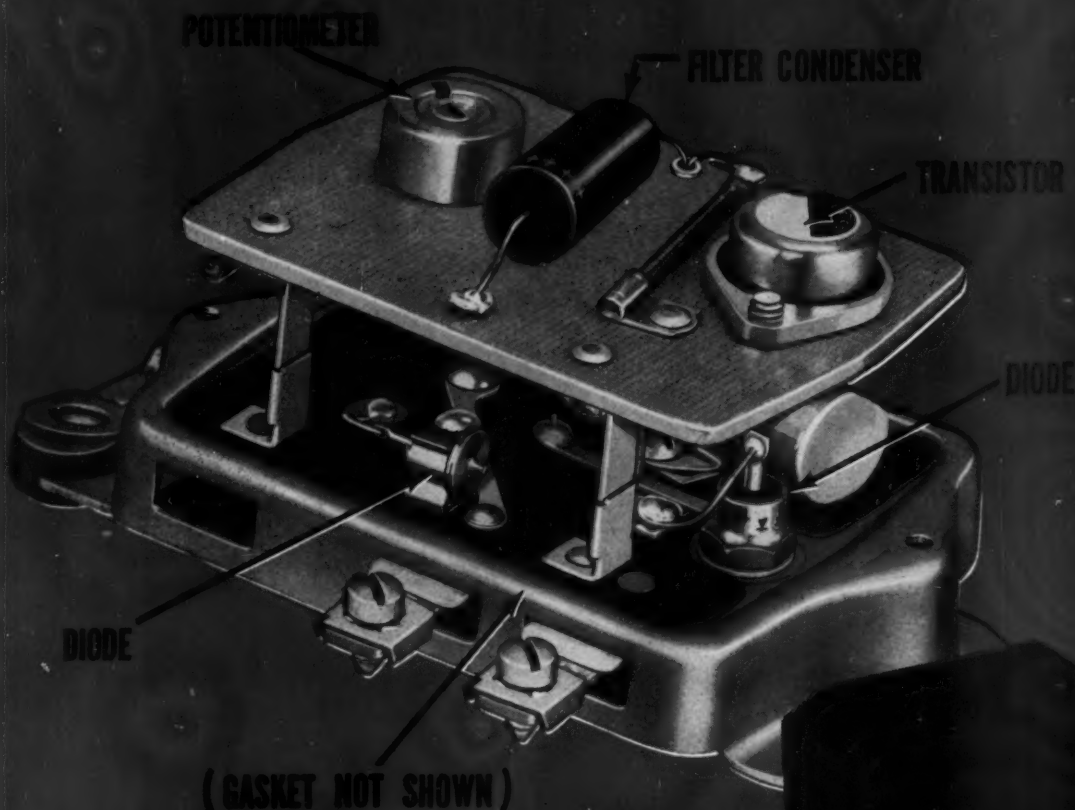
For longer, trouble-free piston life, get the piston that is especially designed to meet the greater stresses developed in new, more powerful high compression engines. Get Thompson's new POWERFORGED piston!



**Thompson Products**

**Replacement Division**

**Thompson Ramo Wooldridge Inc.**  
Cleveland 3, Ohio



PROGRESSIVE ENGINEERING MAKES THE DIFFERENCE

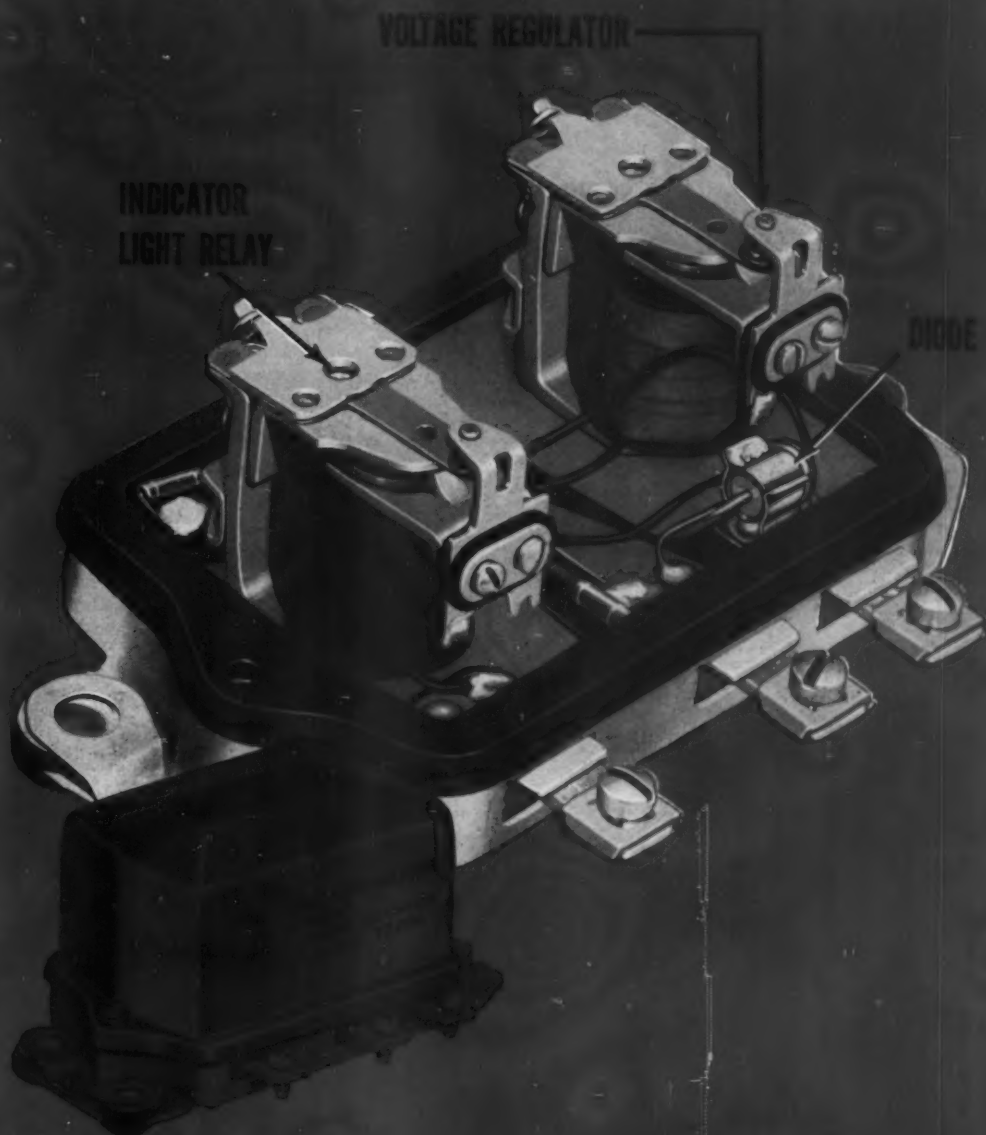
## ONLY DELCO-REMY OFFERS FULL-TRANSISTOR

***Designed for use with  
DELCO-REMY'S new self-  
rectifying a.c. generators***

Now you can choose between *two* modern new Delco-Remy regulators—the most accurate available today. One is a full-transistor model, the other transistorized.

The **FULL-TRANSISTOR** REGULATOR has no moving parts and offers the ultimate in accurate electrical performance, durability and reliability. It is composed entirely of transistors, diodes, condensers and resistors, permitting higher field current for better generator performance. Constant voltage control is unaffected by temperature changes, vibration, or mounting position. A simplified external adjusting feature permits easy voltage setting for varying operating conditions. And this full-transistor regulator requires no periodic servicing.

The **TRANSISTORIZED** REGULATOR contains a single transistor and diode working in conjunction with a vibrating-type voltage sensing unit. The transistorized circuit



## AND TRANSISTORIZED VOLTAGE REGULATORS

permits high field current for improved generator performance with low non-inductive current through the contacts for greatly extended contact life. Models are available for circuits containing either ammeters or indicator lights. All units are temperature compensated to better match battery voltage requirements.

Both the full-transistor and the transistorized models have the same mounting dimensions as standard regulators.

Whichever model you choose for your new vehicles or for replacement on present ones, you can be sure of reduced servicing and extended battery life. Available from your car or truck dealer or through the United Motors-System.

FROM THE HIGHWAY TO THE STARS

### Delco-Remy

ELECTRICAL SYSTEMS



DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

tending distributors. The following manufacturer members of the association will be present at the conferences:

"AC Spark Plug Division, American Bosch Division, Bendix Products Division, Robert Bosch Corp., Briggs & Stratton Corp., Carter Carburetor Corp., Clinton Engines Corp., Eclipse Machine

Division, The Electric Autolite Co., Fairbanks, Morse & Co., Ford Motor Co., Holley Carburetor Co., King-Seeley Corp., Lauson-Power Products Parts Depot, Leece-Neville Co., Marvel-Schebler Products Division, Monroe Auto Equipment Co., Purolator Products, Inc., Scintilla Division, Stewart-Warner Corp., Trico Products Corp.,

United Motors Service Division, The Weatherhead Co., Wico Electric Co. and Zenith Carburetor."

## Florida Dealers Elect Ferman of Tampa

**J**AMES L. Ferman of Ferman Chevrolet Co., Tampa, newly-elected president of the Florida Automobile Dealers Association, was installed with other officers at the group's annual convention in Jacksonville last month. (See photo of officers on page 15.)

First vice-president is M. R. Young of Young Chrysler-Plymouth, Inc., Fort Lauderdale. Earle B. Lokey of Lokey Motor Co. (Oldsmobile), Clearwater, is secretary-treasurer. Walter C. Mallory is the veteran general manager.

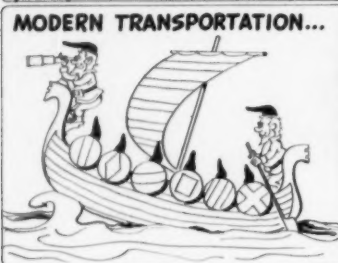
Directors, besides the officers, are: Joe Blank (immediate past president) of West Palm Beach, Charles B. Tutan of Miami, R. J. O'Brien of St. Petersburg, Don Schulstad of Tampa, Walter A. McRae, Sr., B. N. Nimnicht and Gordon Thompson of Jacksonville and Ben Zellner of Green Cove Springs.

C. C. Harrison, Jr., of Marianna, R. L. Lloyd of Panama City, Adrien A. Rivard of DeFuniak Springs, Frank E. Welles, Jr., of Pensacola, Ray Fogarty of Miami, Cecil P. Holland of North Miami Beach, Thomas P. Caldwell of Coral Gables, Walter A. Fordyce, Jr., of Melbourne, Roger W. Holler of Orlando, Dean Martin of Daytona Beach, W. P. Turnipseed of Ocala, Roland Arnold of Vero Beach, Sam O. Smith of West Palm Beach and F. Earl Wallace, Jr., of Delray Beach.

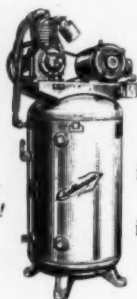
George B. Childs of Winter Haven, John E. Davis of Bartow, Ben H. Hopkins, Jr., of Sarasota, George Williamson of Lake Wales, J. T. Brasington of Gainesville, C. H. Ratliff of Live Oak, A. J. Rountree of Lake City and H. F. Wellman of Williston.

Past President M. G. Nelson of Panama City is director-at-large, and William H. Terry, Sr., of Jacksonville is the NADA director. Honorary directors are W. Theo Proctor of Tallahassee, J. Saxton Lloyd of Daytona Beach, William Catlin of Jacksonville and Newman C. Brackin of Crestview.

## HOW CHAMPION GETS VALVES OF SWEDISH RAZOR BLADE STEEL



"Challenger"  
—built  
for quality—  
and to a price!



The valves of a compressor pump are a vital part of the machine—flexing more than 40,000 times in every hour of operation. Only the very finest steel will stand up to this work month after month and year after year—Swedish Razor Blade steel. Champion imports it for Champion and Challenger compressor valves. This is one more example of Champion mastery in the engineering field. You can rely on Champion for long, trouble-free compressor life.

Write today for complete catalog of Air Compressors, Pumps and Hi-Pressure Jet Washers.

# CHAMPION

PNEUMATIC MACHINERY CO.  
899 North Pleasant Street • Princeton, Illinois



*In the automotive service business...* **THERE'S NO BUSINESS LIKE CHEVROLET BUSINESS!**

**INDEPENDENT GARAGE OWNER:**

*"My business is booming; my Chevrolet customers keep coming back to me for their Chevrolet requirements."*

**CHEVROLET PARTS MANAGER:**

*"That's fine! And we hope you will let us help keep your business booming by continuing to make us your one-stop source for all the parts you need when you need them."*

*Here's why there's no business like Chevrolet business!*

1. Over 16,000,000 Chevrolet cars and trucks on the road . . . more than any other make.
2. Your Chevrolet dealer can be your one-stop, one-call source for all genuine Chevrolet parts.
3. Genuine Chevrolet parts are built of the same quality materials and to the same rigid engineering specifications as the originals.
4. Your Chevrolet dealer has profit-building service aids to help you serve Chevrolet owners.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



**MAKE YOUR CHEVROLET DEALER YOUR PARTNER IN SERVICE**

**... HE IS READY, WILLING AND ABLE TO SERVE YOU!**

# Houston Studebaker Firm Is Among Oldest

**T**HE record for the oldest continuous representation of an American transportation company is held by Atran's Garage, a Studebaker dealer in Arbuckle, Calif., according to a check of Studebaker-Packard Corp. records.

Through three generations of one family and covering a 70-year period, the dealership began in 1889 with Studebaker wagons, took an automobile franchise in

1909 with the old Studebaker EMF and continues today with Studebaker Larks.

Sharing honors with Atran is Mosehart and Keller, Houston, Texas, who has had a Studebaker automobile dealer franchise since 1907. The franchise is believed to be the oldest continuous representation of an automobile company in the nation.

"These two records emphasize

Studebaker's 107-year history as a name in the forefront of American transportation," S. A. Skillman, S-P vice president and general sales manager, said.

"From the time when Studebaker wagons rolled in the opening of the West, the company has pioneered in numerous transportation developments," he continued. "The firm's current success with the Studebaker Lark illustrates its continued ability to meet the changing transportation needs of today."

Skillman said that since introduction of the Lark, S-P has added 1,001 dealers who were responsible for 35% of sales during the 1959-model year.

Alex Atran started the business in Arbuckle in 1876 as a blacksmith shop. Thirteen years later, in response to a demand for wagons, he began selling Studebaker products.

Mosehart and Keller began selling Studebaker wagons in Houston in 1896. It became an auto agency in January 1907, selling Studebaker EMFs.

Present officers are H. D. Schleeter, Jr., president, and W. V. Schleeter, vice president and treasurer.

"The tradition for quality and craftsmanship that assisted in establishing these record dealerships is being maintained today," Skillman said.

"Sons have succeeded fathers for generations as employees in our South Bend plant," he added. "The same basic skills that created the historic Studebaker vehicles of yesterday are linked today with the latest engineering developments in producing our trucks, Hawks and Larks."

## ENGINEERED FOR LASTING SERVICE



Proof of quality! SORENSEN DISTRIBUTOR CAPS and ROTORS are made to highest standards—special phenolic compounds and exclusive curing process provide highest dielectric strength obtainable.

### Sorensen IGNITION PARTS

**MEAN MORE REPEAT BUSINESS!**

You can sell and install SORENSEN parts with full confidence! Every SORENSEN product is specially engineered for extended replacement service . . . it must pass a series of rigid quality inspections to earn a SORENSEN label. This policy pays off—enthusiastic

customers mean more money for you! Get detailed information from your SORENSEN jobber or write direct, today!



P. SORENSEN MANUFACTURING CO., INC.  
WOODSIDE, N. Y.

PG-700

### C.I.T. Appoints O'Donnell

Charles R. O'Donnell has been appointed vice president in charge of sales for Universal C.I.T. Credit Corp., President Alan G. Rude announced. Lee R. Mosley, formerly vice president in the company's factory relations department in Detroit, succeeds O'Donnell as vice president and manager for the North Central region. Mosley, a native Texan, joined the company in Abilene in 1937 following graduation from Texas Technological College at Lubbock.

# A-S 57 can revolutionize your premium battery sales—act NOW!

## NEW BATTERY, NEW GUARANTEE, NO MORE "WET" STOCK PROBLEM

EXIDE'S NEW SILVER ULTRA START BATTERIES, WITH A-S 57 PROCESS AND THERMO-SHIELD sell faster than anything you've seen yet—and mean less work for you! A-S 57 enables us to give a free-replacement guarantee on the new Silver Ultra Start for two full years\*. That's right—no pro-rating, no depreciation cost. The car owner receives a new battery absolutely free if this Silver Ultra Start wears out within two years. Here's sure-fire sales appeal for premium battery profits.

How does A-S 57 benefit you...and the car owner? When stocked at 80°F., the Silver Ultra Start needs recharging only once in 8 months. You'll probably never again have to recharge a "wet" Exide in your stock. And the A-S 57 Process assures better dry charged battery activation. Whether you handle wet or dry charge, Silver Ultra Starts stay "fresher" in stock and "fresher" in service.

With A-S 57 plus Exide's exclusive new THERMO-SHIELD metallic coating, the Silver Ultra Start is designed to last

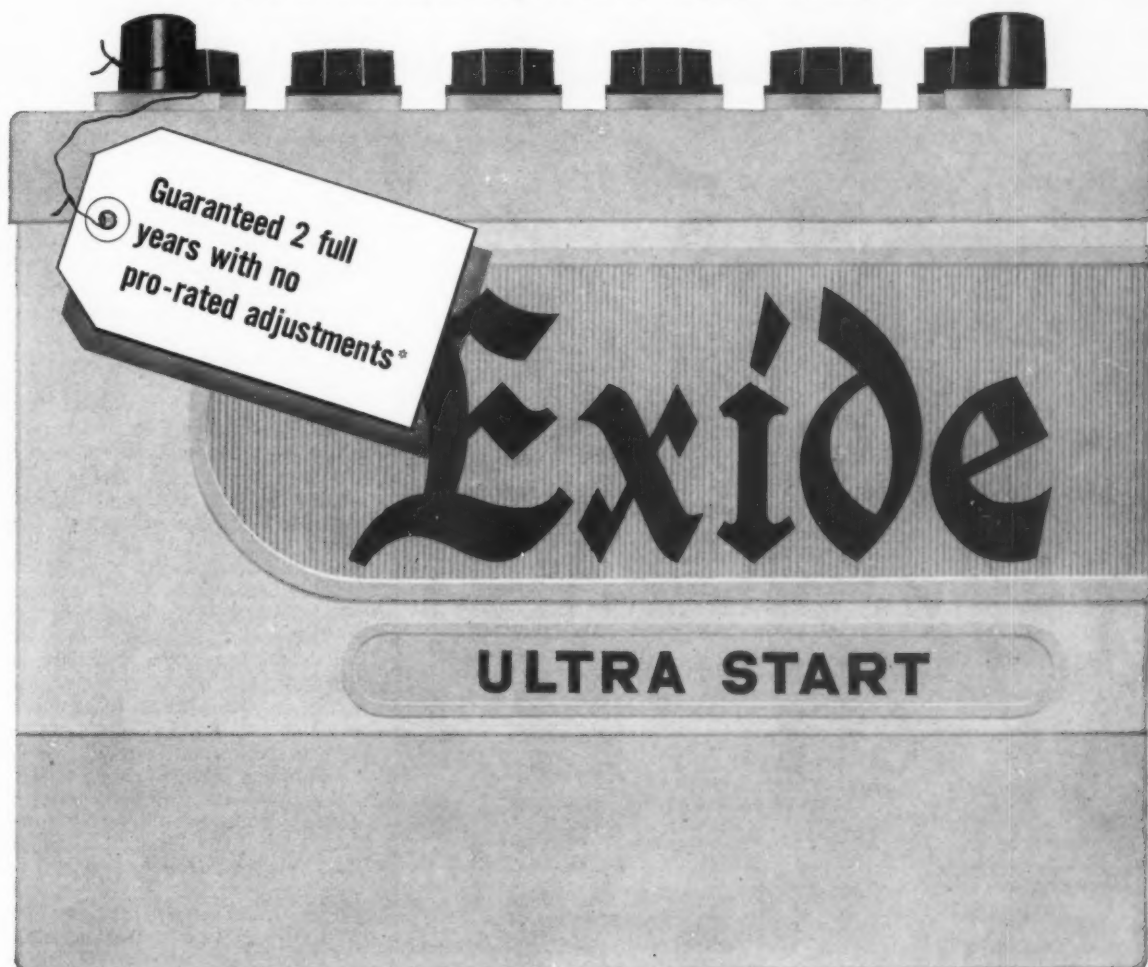
longer than any battery you've ever sold. It's new. It's profitable. It's the battery of the future—available now.



### WHY YOU SHOULD STOCK UP NOW

Millions will see Silver Ultra Start ads in these popular magazines. Biggest Exide premium battery promotion yet—timed for your peak sales period! Stock up now! Call your Exide distributor today. Or write Exide Automotive Division, Dept. SJ-11, Box 6266, Cleveland 1, Ohio.

\*As long as it's used in the car for which it is bought, and in non-commercial passenger car service.



# Study: Why Service Stations Fail

**P**ITFALLS awaiting the unprepared were outlined last month in a study of 17 gasoline service stations by a Michigan employment research institute.

"The establishment of retail gasoline businesses by small businessmen is done in a most haphazard and unscientific manner," said the 27-page report issued by The W.

E. Upjohn Institute for Employment Research, 709 South Westnedge Ave., Kalamazoo, Mich.

"There is little or no planning prior to decisions on such important matters as location, profitability under previous owners, and purchase of equipment and stock.

"There is no attempt by most owners of small businesses to ob-

tain assistance from professional people, libraries, relatives, or others in similar businesses, even after the business is established and problems become more apparent."

There is little evidence, said the report, copies of which are available free upon request, "that previous experience as an employee in the gasoline service station business was helpful to those owners who had had such experience. Most of them made glaring errors in the establishment of their firms."

The study gives detailed analyses of the 17 cooperating stations represented in the survey.

"Retail gasoline dealers obtain a great deal of help from suppliers," it said. "Many dealers reported that suppliers assisted them by financing inventories, including gasoline and accessories. Most thought that suppliers were helpful on questions which come up in the day-to-day operation of the business.

## Gas Business Turnover is High

"Turnover is very high in the retail gasoline business. Nearly one-third of the business (nine out of 30 solicited for information, with only 17 cooperating) failed during the period of the study. Unsatisfactory operation of many of those still in business suggests that still others will fail in the years ahead.

"Dun and Bradstreet statistics on small business show that three-fifths of business failures occur in less than five years after establishment of the firms, with most of these failures occurring in the second year.

"In this study eight of the nine failures occurred in less than one year, and this suggests that the critical period for some lines of business is the first year. It is possible that high turnover comes earlier in those lines of business in which it is possible to get started with little or no capital.

"Although lack of capital itself may not be the cause of failure, lack of capital would force early failure in most cases in which profitable operation was not attained quickly."

The booklet reported that six out of the 17 station owners started their businesses with no capital.

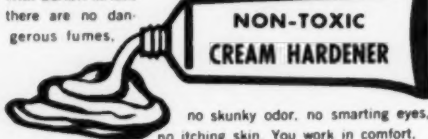
## THERE'S NOTHING LIKE IT!

the  
SHOP  
NURSE  
says:

### BLACK MAGIC

... is the product with a heart ... and the heart in this tube of cream hardener is absolutely UNMATCHED.

With BLACK MAGIC there are no dangerous fumes,



no skunky odor, no smarting eyes, no itching skin. You work in comfort, more efficiently, and with the peace of mind that comes in knowing your health, your skin, throat, lungs, and eyes aren't being endangered. And ... that's just like health insurance.

the **BODYMAN** says: In my book, the big feature about **BLACK MAGIC** is its **90% LESS DUSTING!**

BOTH these revolutionary features are found in—and only in—BLACK MAGIC with its NON-Toxic Cream Hardener.

In spite of the many metal menders now being offered, BLACK MAGIC has taken the country by storm. If you haven't switched to BLACK MAGIC, you're the loser every day you try to get along without it. Write or phone your jobber today—insist on BLACK MAGIC.

**3/4 lb. Sample FREE**

Want to try it first? Send us a postcard, but you must include your jobber's name and address, with your own.



BLACK MAGIC and its Non-Toxic Cream Hardener are the perfect metal mending combination for Permanent, Flexible Impact Areas and General Patching.

**SWISS LABORATORY, Cleveland 14, Ohio**

America's Largest Independent Manufacturer of Body and Wire Solders

#### NEW SOUTHERN REPRESENTATIVES

**SETZER-HUMPHREYS CO.**

Bill Setzer Allen Humphreys  
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#### SOUTHWESTERN REPRESENTATIVES

**Ralph L. Jeffress Co.**

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# SAVE DRIVERS 3¢ A GALLON! EARN YOURSELF \$1 A MINUTE!

## Big money for everybody in spectacular **FRAM** AIR FILTER DRIVE



**GAS-SAVING STORY MAKES NEWS!** National magazine advertising and a coast-to-coast outdoor campaign are delivering over 700 million FRAM ad messages this year. Don't miss out on big air filter profits—Act Now!

Dry type air filters are today's fastest growing service item—used as original equipment by all car manufacturers.

Automotive authorities agree these filters clog with dirt and can cut gas mileage up to 10%. Replace clogged filters with fresh Fram Filters—you can save customers as much as 3¢ a gallon on gas! It's a great sales story—in a great new replacement market.

Fram now puts you into this big-profit business fast—with this full scale air filter sales drive. Order a full supply of Fram Air Filters—and cash in.



**TIE IN!** This dramatic poster makes you headquarters for gas-saving service! Display it. Get full benefit of Fram's hard-hitting advertising.

\*patented  
†patent pending



**CASH-IN!** Earn \$1 a minute! It takes less than 2 minutes to install a new Fram Air Filter—and the profit is almost \$2! Sales come easy when you use a Fram Inspect-O-Scope\* or Inspect-O-Lite†.

*An order of only 10 Fram Air Filters will put you in this profitable business—and will allow you to service 90% of all cars that need an air filter change!*



Fram Corporation, Providence 16, R. I.

"Four of these businesses were immediately in trouble; two of them already have gone out of business, and one owner has changed to another business requiring less capital investment," it said. "The fourth firm has not been able to make any payments on money borrowed."

The study concluded that while many factors accounted for business failure, "most could be classified under poor management."

It said:

"Poor planning with regard to

such matters as location, working capital and inventories and equipment to be purchased were among the most obvious mistakes contributing to failure. Perhaps the most important factor contributing to failure or low net income, however, was the inability of most managers to keep costs in line with sales. In contrast, a few owners who exercised outstanding control of costs were able to do surprisingly well on modest volume of sales."

A table showed the top station with gross annual sales of \$138,934

producing an average monthly income of \$884, and the next highest, whose gross sales aggregated \$106,250, yielded \$300 a month.

The stations studied were the new ones opened up in 1957-58 in Kalamazoo.

## Inter-Industry Group Reelects Officers

CHARLES C. Freed, J. B. Wagstaff and Victor Holt, Jr., have been reelected chairman, vice chairman and secretary-treasurer, respectively, of the Inter-Industry Highway Safety Committee. M. R. Darlington, Jr., continues as managing director.

Freed is a director and past president of the National Automobile Dealers Association and a De Soto-Plymouth dealer in Salt Lake City, Utah. Wagstaff is a vice president and director of corporate sales of Chrysler Corp.

Board members elected to the executive committee are H. L. Galles, Jr., president of NADA; W. F. Hufstader, vice president of General Motors Corp., K. R. Schaal, president of the National Tire Dealers and Retreaders Association, and H. D. Tompkins, vice president of Firestone Tire and Rubber Co.

Top: Chairman Freed  
Bottom: Vice Chairman Wagstaff



## Dual-Purpose PATCHES for Tubes and Tubeless Repairs

Cold Vulcanizing... Quick...  
Safe... and PROFITABLE!

Made by new cushion-gum formula to provide sure adhesion and permanent repairs. Chemical vulcanization permits use either hot or cold. Round and oblong patches in sizes for every need. Packed in dispenser cartons. Metal service cabinet available, complete with patches, buffers, stitcher and solvent.



Write for  
catalog

# MONKEY GRIP

*The World's Best*

**SALES CO.**

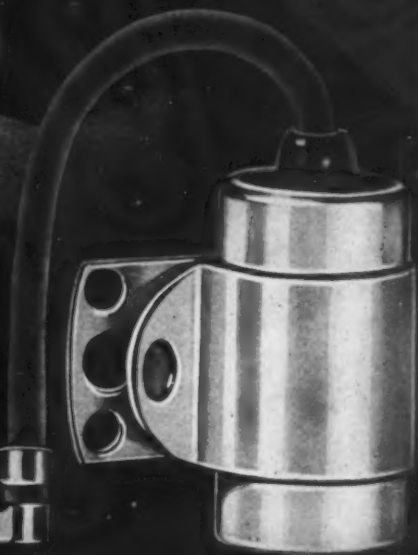
P. O. BOX 6170

DALLAS 22, TEXAS

Perfection!

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**ECHLIN**   
*Ignition*



*Waterproof*

THE ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN., U.S.A.  
ECHLIN IGNITION OF CANADA, LTD. • 56 CONNIE ST. • TORONTO 15, CANADA

WORLD'S LARGEST INDEPENDENT IGNITION PARTS MANUFACTURER...and still growing!



even your  
newest man  
can be a  
tune-up expert  
with this  
**SIMPLIFIED  
INSTRUCTION  
SHEET**  
in every  
**PACCO  
CARBURETOR**

# TuneUp KIT

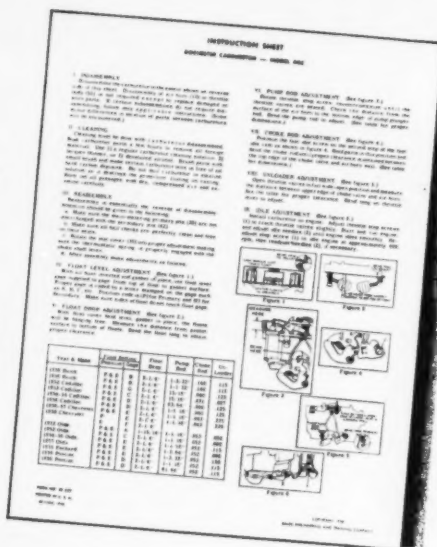
Easy to follow, illustrated, step-by-step instruction sheet tells you—or anyone  
in your shop—how to disassemble, clean and reassemble the carburetor.



- Application listed on every box—no confusion
- No special tools needed—just wrench and screwdriver
- All necessary gauges included

**PACCO 29 KIT ASSORTMENT  
PUTS YOU IN THE TUNE-UP  
BUSINESS FOR ONLY \$60 dealer cost**

PRECISION AUTOMOTIVE COMPONENTS CO., MANCHESTER, MO.



Dodge retail salesmen of the Greensboro, N. C., district who assembled recently in the showroom of Harry D. Kellet, Inc., for a quiz meeting on the 1960 Dodge cars and trucks were (l. to r.): front row, V. L. Smith, sales manager; Luther S. McRee, Roy S. Childress and Paul C. Greene of Greensboro; O'Neil Norris, Dave Morgan and Ray Collins of Fayetteville; second row, Walter Lineberry, James Ed Willoughby, and Wilbur Cockman of Greensboro; Stanton Stubblefield, Billy D. Ward and J. Sam Fox, Jr., of Burlington; J. Ralph Cooke, Irwin L. Payne and Douglas L. Parker of Winston-Salem; back row, Clarence W. Haley, Roy Beck, Kenneth Whisenant and Jay Wood of High Point, and Henry Taylor, Mack Foster and R. C. Smith, Jr., of Mocksville.

## Europe's Car Demand Seen Topping U. S.

"SOMETIME between 1970 and 1975" the automobile market of Europe alone will exceed that of the United States, according to L. L. Colbert, president of Chrysler Corp.

At a recent Chrysler International sales conference in Paris, Colbert said, "I am struck by the similarity between the conditions that prevail in the automobile business in Europe now and the conditions that existed in the United States when Walter P. Chrysler founded this company 34 years ago.

"Even the ratio of cars to population is about the same. For example, here in France the ratio is one to ten—almost exactly what it was in the United States in 1922.

"I am convinced that sometime between 1970 and 1975, the automobile market in Europe alone will exceed that of the United States, and beyond Europe are the rapidly growing economies of progressive countries in South America, Africa and the Australian area."



# VICTOLEX

Super-Sealing  
Sheet Packing  
for shop-cut gaskets

ORDER 3-ROLL ASSORTMENTS IN PREFERRED THICKNESS, WIDTH, LENGTH

## Better—but costs no more

**Victolex**—made of high-grade cellulose fiber and oil-resistant synthetic rubber—costs no more than glue-glycerin packing. It's the best general-purpose packing for all on-the-job gasket cutting—for oil pans, flanges, valve covers, etc. **Victolex** also available in sheets.

**36" width Assortment—Choice of any three rolls:**  
(Specify JV-93C for 36" rack)

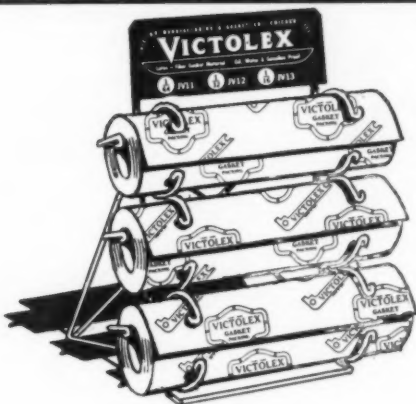
JV-90— $\frac{1}{4}$ "—50 yd.	JV-95— $\frac{1}{2}$ "—25 yd.
JV-94— $\frac{1}{4}$ "—25 yd.	JV-92— $\frac{1}{8}$ "—25 yd.
JV-91— $\frac{1}{2}$ "—50 yd.	JV-96— $\frac{1}{8}$ "—15 yd.

**18" width—Assortment JV-10—Includes one roll each:**

JV-11— $\frac{1}{4}$ "—10 yd.	JV-12— $\frac{1}{2}$ "—10 yd.
JV-13— $\frac{1}{8}$ "—5 yd.	



Storage-service rack at no extra cost! With your initial 3-roll assortment order, you get a strong wire dispensing rack as shown here. Your Victor Jobber can supply Victolex in assortments of all sizes, widths and lengths. Order today.



## Why most service shops prefer VICTOLEX

- It's tougher, stronger, more resilient
- Doesn't shrink, stretch, dry out or break down under pressure or under heat up to 300° F.
- Will not corrode light metals
- Cuts easily to any shape with shop tools
- Has excellent sealing characteristics for oil, fuel, antifreeze and water
- Doesn't "leach out" in storage

Victor Mfg. & Gasket Co., P.O. Box 1333, Chicago 90, Ill.  
Canadian Plant: St. Thomas, Ont.



# VICTOR

Sealing Products Exclusively

## GASKETS • OIL SEALS • PACKINGS

The 100% Coverage Line — for Cars, Trucks, Tractors, Stationary Engines

# Looking for Instant Oil Control ?



Install...

## AMERICAN HAMMERED KROME-OIL

with Stainless Steel  
Oil Rings

Surveys show what you know—sludging and clogging are the main causes of oil ring failure. Krome-Oil ring sets with stainless steel oil rings resist sludging and clogging. New material is the reason.

Stainless steel—the new material in Krome-Oil sets—resists the corroding and pitting action of the gases in internal combustion engines (see below). The surface of the stainless steel expander stays clean and unpitted—carbon deposits and varnish build-ups can't get started. The oil vents don't plug.

Stainless steel oil rings are matched with pre-seated, chrome-plated compression rings. Both seat instantly.

Try Krome-Oil on your next job, new or older model, regardless of cylinder condition. Krome-Oil sets don't fail. No come-backs. Try just one set and you'll see.



Typical portion of American Hammered stainless steel oil ring expander after thousands of miles in service. Note how clean and unpitted its surface is. How open the oil vents. Stainless steel resists sludging and clogging—licks the main causes of oil ring failure.

## AMERICAN HAMMERED

Automotive Replacement Division

MUSKEGON, MICHIGAN

A Division of Sealed Air Corporation





Herbert L. Galles (top) of Albuquerque, N. M., president of the National Automobile Dealers Association, will address the annual meeting of the Mississippi Automobile Dealers in Biloxi Nov. 15-17, as will W. Heartsill Wilson (bottom), who is assistant general manager of Plymouth-De Soto-Valiant Division of Chrysler Corp. Other speakers will be James C. Moore of Washington, D. C., NADA executive vice president, and James W. Gavagan of Philadelphia, vehicle marketing manager of Saturday Evening Post.

## Greenville, Miss., Gets Parts, Painting Firms

GILBERT Enameling Co., a subsidiary of Ferndale Enameling Co. of Ferndale, Mich., began operation in Greenville, Miss., recently, painting automotive parts produced by Carrick Products Co., another Greenville industry which went into production at approximately the same time.

Malcolm Gilbert, general manager of the parts painting firm, said the plant will do spray and dip painting priming, enameling and baking. Although, he said, the plant plans to supply Carrick initially, it may later expand operation to service other industries in the area. About 15 local people will be employed in two shifts.

## Shuler Axle Co. Grows In Louisville, Ky.

CONSTRUCTION has begun on an assembly plant in suburban Louisville, Ky., by Shuler Axle Co., at an approximate cost of \$650,000, which will raise the company's manufacturing capacity by about 25%, President F. E. O'Callaghan, Jr., announced.

The facility will cover 45,000 square feet on a 20-acre tract and will employ initially about 50 people. It is designed so it can be

readily doubled in size. Shuler Axle is a subsidiary of Fuller Mfg. Co. of Kalamazoo, Mich., which in turn is a part of Eaton Mfg. Co., Cleveland, O.

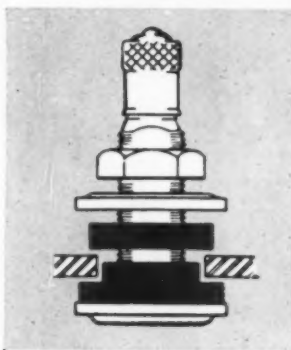
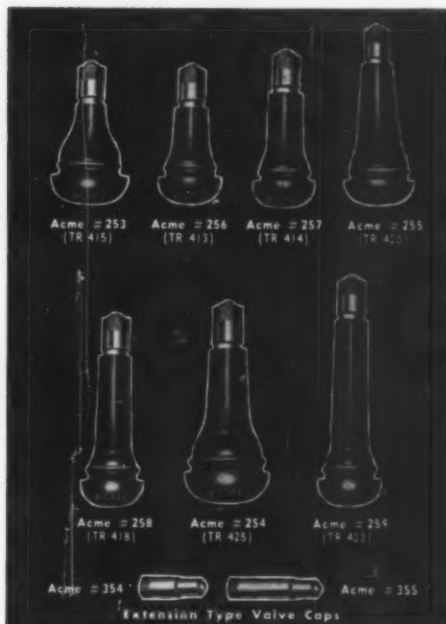
## Kelsey-Hayes Ups Maxwell

Phillip H. Maxwell has been elevated from assistant sales manager to sales manager of the automotive division of Kelsey-Hayes Co., President Perry Williams announced. Maxwell has been with the organization since 1942.

# ACME QUIK-MOUNT TUBELESS TIRE VALVES

100% Coverage  
All Models  
All Years!

Mount  
Quickly and  
Easily



ACME  
for Accuracy  
SINCE 1918

## NEWS ABOUT TUBELESS TIRE VALVES

Seven brand new Snap-in rubber covered Tubeless Tire Valves for all passenger cars including the new 14" and 15" rims.

Two new extensions for access to the valve to facilitate air service.

Universal Tubeless Tire metal Valves — Acme No. 251 to fit rims with oval and round 5/8" rim hole and Acme No. 260 to fit 14" and 15" tires with both .453" and 5/8" rim holes.

Both Valves are equipped with all necessary washers.

Remember . . . Tubeless tires no longer are supplied free with valves. Use ACME Valves for 100% protection.

Complete Interchange Chart available upon request

ACME AIR APPLIANCE CO., INC.  
205 NEWMAN STREET • HACKENSACK, N. J.

## Cut Rates for Compacts Asked on Insurance

"THE automobile insurance companies of the United States should act without delay to give buyers of compact cars the benefit of lower rates, and the action should be national."

That is what Harold E. Churchill, president of Studebaker-Packard Corp., said following the announcement of one insurance company that lower rates would prevail for smaller cars in four states.

"There is no longer any question," Churchill said, "that the trim, compact car gives its owner far less exposure to accidental damage costs. The owners of our Larks have established this through three-quarters of a billion miles of road experience already accumulated as we introduce our 1960 models."

"In the year since production of the Lark by our company, we have systematically collected information from all types of sources where dependable data is normally



Edward L. Lape has been named assistant director of the service section of General Motors, succeeding the late Walter G. Morris. A native of Newport, Ky., Lape had been with GM's United Motors Service Division since 1952 as operations director, general sales manager, assistant general sales manager and general merchandising manager. He joined the corporation with Chevrolet in 1920 as a messenger-stock clerk.

## NEW *Lisle* MODEL BJ

"MIGHTY MITE"

# BRAKE CYLINDER HONE

- Covers all brake systems imported and American made cars to heavy duty trucks.

- Here's a two-stone hone with a bigger range and more features at a lower price. Provides controlled honing pressure in all sizes of cylinders. Improved flexible shaft—Handles ALL brake and small engine cylinders from  $\frac{1}{2}$ " to  $2\frac{1}{2}$ ". Only \$6.85.



LOOK FOR  
THE  
MIGHTY-MITE  
DISPLAY  
AT YOUR  
JOBBER'S



it's a Good tool...it's a

Lisle Corporation  
Clarinda, Iowa



By the Manufacturers of  
Jeepers Creepers,  
Hydraulic Brake Parts,  
Brake Cable Assemblies,  
and Original Equipment  
Components for the Aircraft  
and Automotive Industries

recorded. All who have acquired sufficient experience concur in reporting much lower damage repair expense for the Lark than is generally experienced with larger cars.

"First fact that stands out is that the parts which are most frequently involved in collision damage to the car, such as fenders, hoods, radiator grilles, deck lids and windshields, cost in the case of the Lark approximately two-thirds of what similar items would cost for larger cars. Labor for installing these items also has been shown by independent tests to be lower in the case of our cars."

Churchill said a second fact—reported especially by taxicab companies—is that short-stop accidents occur less frequently in the case of the compact Lark than with wider, longer vehicles. Other fleet data, he said, supports this information and he added that his company will make data available to insurance companies that have not yet recorded the improved cost performance of compact cars.

## S-P Names Lettenmaier

M. L. Lettenmaier has been named manager of the Dallas, Texas, zone for Studebaker-Packard Corp. Formerly assistant zone manager at Los Angeles for three years, Lettenmaier has also held various posts in the company's Portland zone.



# RING UP AN ~~EXTRA~~ SALE WITH EVERY CUSTOMER

## Sell the Service Line That's Going Places Fast!

Every time a customer drives in . . . drive home an extra sale! The Rochester-GM Carburetor Service Line is an expanding line that helps you make more sales—more profits with everything from overhauls to additives. It's the reliable Service Line—backed by the makers of Rochester-GM Carburetors—world's largest manufacturer of original equipment carburetors. And it's easy to order . . . easy to sell. Order today! *Rochester Products Division of General Motors, Rochester, New York.*

**YOUR EXTRA SALES START WHEN YOU CALL YOUR UMS DISTRIBUTOR**



**PLUS . . .**



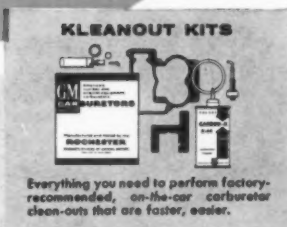
New hot idle compensator fits all cars; cures stalling due to excessive underhood heat. Quickly, easily installed.



Contain just the right parts to perform top-quality carburetor overhauls. You waste no time, waste no parts.



Researched, tested and recommended by America's number one carburetor manufacturer for any car or truck.



Everything you need to perform factory-recommended, on-the-car carburetor clean-outs that are faster, easier.



Up-date your customer's fuel system with original-equipment quality replacements for better performance.



Clean and condition fuel systems of any car with this four-way tank additive. Priced for quick sales and profits.



America's number one original equipment carburetors

**ROCHESTER CARBURETORS**

## Near-Record Crowds View Dodge Dart Debut

**R**EACTION to the introduction of the Dodge Dart last month by dealer and public, according to a five-day survey of dealerships across the country, was both enthusiastic and exceptional.

Showroom traffic figures, dealers reported, was the highest since 1957 in the East, Midwest and West. In the Rocky Mountain area and parts of the South, others said it was the best since 1955. Most

dealers contacted said they were particularly pleased by the interest shown, and by the large number of competitive-make owners who came to see the Dart.

"Reports thus far received," said M. C. Patterson, Dodge general manager and vice president of Chrysler Corp., "indicate a more enthusiastic public acceptance of the Dart than even we had hoped for. Some regional sales managers have reported sales are running as high as 80% for the three Dart series. However, a marked interest



The new president of the Independent Garage Owners of Ohio, Lloyd "Bud" Wilson (right) of Steubenville, is handed the gavel—his "badge of office"—by H. F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America. The annual convention of IGOA will be held July 7-9 at Atlanta.

also has been shown in the two 1960 Dodge series—the Polara and the Matador."

## Chevrolet's Corvair Bows with Bang

**C**ORVAIRS accounted for about 35% of the approximately 75,000 deliveries or orders for the 1960 Chevrolet passenger cars reported by dealers during the introductory period last month, according to K. E. Staley, general sales manager of Chevrolet Motor Division.

Exceptionally high sales and orders of both the Corvair and conventional-sized cars were reported in a number of cities, including Dallas and Houston, Staley said, adding that many areas checked in the largest announcement-day crowds in their history.

Showroom enthusiasm for the Corvair reportedly was matched by equally strong public interest in street appearances.

Sales of the majority of Corvairs were said to have been made on a first-sight basis, while dealers reported many transactions without a quotation of price.

## B&D Elects Bergen Director

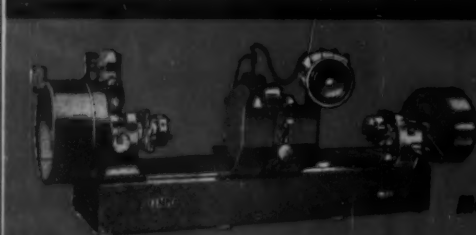
William B. Bergen, president of The Martin Co. of Baltimore, has been named a director of The Black and Decker Mfg. Co., filling the vacancy caused by the recent death of Stanley B. Trott.

## NEW money making machines!

LET YOUR LEMPCO MAN SHOW YOU THESE HIGH-PERFORMANCE MACHINES!



MODEL 545-B—the only automatic end surface grinder with "face-up", dial-indicated, controlled grinding. Roll-over feature guarantees precise alignment.



"POWERMATIC"—small machine ease-of-operation... big machine capacity. All power-operated. Perfect for roll grinding.



"AUTO HYDRASTIC"—the "road-test" laboratory in your shop! Complete full-torque tests... fast... five to six automatic transmissions per hour.



"CUSTOM HONER"—for positive 60° cross-hatch honing. Compact size, fast-loading roll-over feature... economically priced.

# LEMPCO

Lempco's "Partnership Terms"  
let you buy out of income!

Products, Inc., Bedford, Ohio

For over 40 years, a leading builder of machine tools

# NOW...R-M TRUE ACRYLIC TO REPAIR ALL 1960 COLORS ON THESE 17 CARS

*Currently available for:*

BUICK  
CADILLAC  
CHEVROLET  
CORVAIR  
CORVETTE  
OLDSMOBILE  
PONTIAC

EDSEL  
FALCON  
FORD  
LINCOLN  
MERCURY  
THUNDERBIRD

DODGE  
DODGE DART  
PLYMOUTH  
VALIANT

*All colors for all  
cars in factory packages*

## ALPHA-CRYL TRUE ACRYLIC

Alpha-Cryl Colors for previous years available through the R-M Tintometer system.



### WHY ALPHA-CRYL?

This is the only finish available for refinishing work which will match—in beauty, durability, and gloss retention—every 1960 original-production enamel and acrylic finish. (Left: No loss of gloss after many years.)

#### RINSHED-MASON COMPANY

Detroit 10, Mich. • Anaheim, Calif.  
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#### WOLVERINE FINISHES CORP.

Grand Rapids, Mich. • Morganton, N. C.



Manufacturers of paint finishes and special coatings for the automotive, fleet, farm implement, aircraft, appliance, furniture, marine, mobile home and other industries.

*There's an R-M Jobber near you!*

## GM Executive Predicts '70 to See 30,000,000 More Vehicles in U.S.

**R**ISING standards of living and increased purchasing power will add more than 30,000,000 motor vehicles to America's highways within the next ten years, a General Motors executive predicted last month.

The U. S. Bureau of Public Roads has visualized 70,000,000 motor vehicles in this country by this year's end and William F. Hufstader, vice president in charge of GM's distribution staff, told members of the National Fleet Safety Contest Victory Luncheon



Vice President Hufstader

at Chicago that 100,000,000 units should be rolling by 1970.

"Our ever-changing way of life is stimulating a growing dependency on personal automotive transportation," Hufstader declared. "Greater safety, convenience and economy of our new roads will obviously do much to encourage increased use of motor vehicles."

He declared that the declining death rate per mile travelled has been a notable achievement on the part of safety experts, but added that new highways will create more exposure of vehicles and result in more accidents.

"Lower accident rates are not enough," Hufstader said, insisting that in the next decade of anticipated increased travel only lower total number of accidents should be considered as the organization's objective.

"With the 1970 prospect of three cars for every two on the road, we are indeed confronted with a formidable challenge," he said. "The basic elements of an effective traffic safety program are well

known and well tested. The chief problem continues to be how to achieve fuller application. It appears the job ahead will differ chiefly in magnitude and urgency, rather than in basic character."

He challenged members to pay increased attention to their own attitudes to meet the challenge of the '60's and insisted that only an

attitude of open-mindedness, unselfishness and courage, coupled with sound engineering, enforcement and education, will assure higher performance standards of a balanced traffic safety program.

### Renault Sales Leap 44%

Renault sales for the first nine months this year rang up a total of 68,050 cars, or 44% more than the 47,235 cars sold in the entire year last year, according to Jack C. Kent, general sales manager of Renault, Inc.



### EXTRA PROFIT FOR YOU!

Just 5 Dole Thermostats service 95% of all cars on the road today... means small investment, fast turnover, extra profit for you! Salesman contains assortment of 16 of the five models, "Time to Winterize" window streamer and Thermostat Service wall chart. Order today from your automotive jobber.



# Compact Cars to Snarl Houston Traffic?

**T**HE new American-made compact cars may step up Houston's traffic problem by five years, according to City Traffic Engineer Eugene Maier.

He expressed the belief that as motorists trade in older models for these economy jobs, the larger number of used cars will depress the market, bringing a second car within reach of more families and

with the result that more cars will enter the congested downtown area with only one driver.

More persons who have ridden with others or used transit lines will turn to private cars, the traffic authority speculated, with the possibility that 1970's traffic problems may face Houston as early as 1965.

A recent survey, he said, showed

that 78% of the people entering the downtown area came in cars and 22% in buses. A 1953 survey, taken at selected locations, showed cars entering that section had an average occupancy of 1.67 persons and a later survey showed a drop to 1.58 persons.

An idea of how jammed Houston traffic is becoming can be gained from comparing the traffic load at such key intersections as Main and Fannin, which carried about 65,000 cars daily this year in contrast to only 39,000 five years ago. Chocolate Bayou, north of Holmes Road, increased its daily load from 9,900 in 1954 to 18,000 this year.

## Best Introductory Year Since '55, Buick Says

**I**ts pre-announcement "prospects" have been credited by Buick with making its 1960-model introduction the most successful since 1955.

Edward D. Rollert, general manager of Buick and vice president of General Motors, said, "Many dealers reported deliveries running higher than any year since 1955."

"Best announcement since 1953," said one New Mexico dealer in a telegram to Rollert, while a North Carolina dealer reported "public reaction best since 1950." A Lubbock, Texas, dealer sold 38, Rollert said, with many other dealers reporting selling a month's quota during the model announcement period.

## Baldwin of Asheville Succumbs

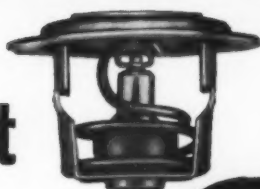
Curtis M. Baldwin, president of Skyland Oldsmobile Co., Inc., Asheville, N. C., and former president of the Asheville Automobile Dealers Association, died last month following a lengthy illness. Prior to establishing his firm in 1936, Baldwin was with Oldsmobile Division in Atlanta, Ga.

## Chrysler Promotes Foraker

Appointment of Walter E. Foraker to assistant general sales manager of Chrysler and Imperial Division has been announced by General Sales Manager E. M. Braden. Foraker has been with Chrysler Corp. and its divisions since 1934. Most recently he was manager of dealer placement.

# Winterize

## thermostat



## and time to STOCK FOR PROFIT!

Don't miss... don't risk profits by overlooking the thermostat at tune-up and "winterizing" time. And be sure you're stocked to give customers what they want...

## DOLE THERMOSTATS

They're a **MUST** for complete Winterizing service... customer safety and satisfaction. DOLE means *quality*... dependability. It's proved by the fact that DOLE Thermostats are standard equipment on 17 out of 18 top passenger cars,

**THE DOLE VALVE COMPANY • Morton Grove, Illinois**

## Avoiding Bearing Failure Outlined by Dodge

**D**ODGE Division has issued the following service bulletin on bearing replacement:

The importance of proper installation and fitting of bearings was drastically illustrated in recent laboratory analysis of bearings that failed after replacement in the field. While the bearings had failed prematurely, engineering analysis did not disclose any manufacturing deficiencies.

To prevent this type of bearing failures the recommendations listed should be followed:

1.—Clean all parts thoroughly, pay particular attention to all oil passages and oil holes. Dirt is the major cause of bearing failure.

2.—Check crankshaft journal condition. Remove all ridges, nicks or other imperfections. In most cases this may be accomplished by using crocus cloth. Check the journals for roundness and taper with crankshaft micrometer tool No. C-801.

6 Cyl. Maximum out of round	.0003"
6 Cyl. Maximum allowable taper	.0005"
V-8 Maximum out of round	.001"
V-8 Maximum allowable taper	.001"

3.—Measure to be sure that the proper size bearing is being installed. Use plastigage, shim stock or a ball micrometer to determine bearing size.

**Caution:** Never use a flat anvil micrometer to measure bearing inserts.

4.—Make certain the inserts are snug in the caps and that the insert tabs are engaged in the groove in the bearing bore and are properly aligned. Check the insert radial clearance. Refer to the shop manual for applicable specifications.

After installing each bearing, rotate the crankshaft to assure there is no excessive drag. When installing the connecting rod and main bearing caps, it is imperative that torque specifications be exactly as stated:

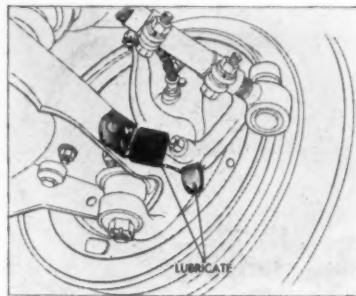
Connecting rods - 45 ft. lbs.  
Main - 85 ft. lbs.

*Bearings should be pre-oiled.*

## Heater Hose Can Shush Noise, Pontiac Says

**P**ONTIAC Division has issued the following service bulletin to its dealers:

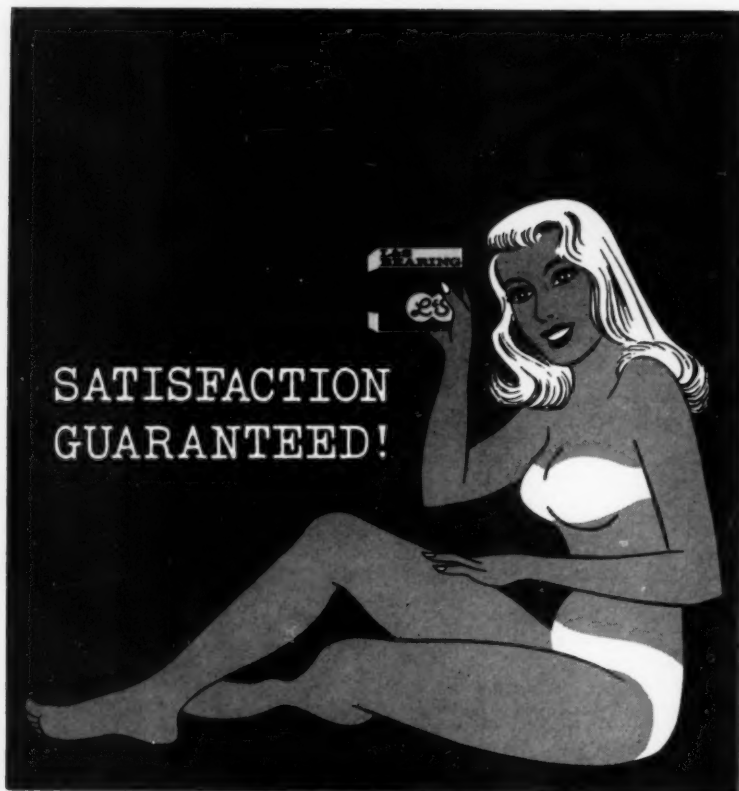
A new procedure has been reported from the field on lubrication of the front wheel stop to eliminate cracking noise on hard turns. This supplements informa-



tion previously published in the *Service Craftsman News* (May issue, No. 7, page 42).

A piece of heater hose filled with lubricant, then placed over the stop on the lower control arm, makes a good "reservoir" for lubricant and prolongs its own effectiveness.

Use 5/8" heater hose and cut it long enough to extend from 1/16" to 1/8" beyond end of stop.



**L&S BEARING**

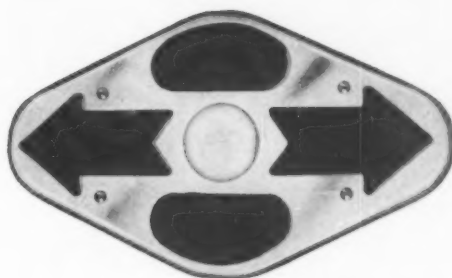


**L&S BEARINGS**

L & S BEARING CO. P. O. BOX 995 OKLAHOMA CITY, OKLAHOMA

Every L & S bearing is laboratory tested and backed by an unconditional guarantee. L & S bearings are designed and engineered for long lasting, trouble free service. Superior performance is the result of special talents combined with the most modern manufacturing techniques. That's why we always say "SATISFACTION GUARANTEED"

# FIRST



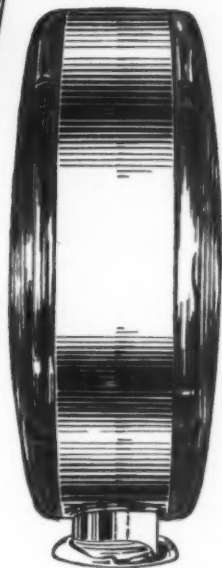
*and*

In 1928, with  
the introduction of  
this "rear motor vehicle signal,"

Arrow became the first  
to make safe turns a business.



# FOREMOST



Today, these new signals leave no doubt  
that Arrow is still first in the business  
of dependable safety products.

Their exclusive styling and construction  
sets a new standard of beauty and brawn.  
They feature a one-piece die-cast body,  
"STARBRITE" chromium or enamel finish,  
4½" Lucite plastic lens, brass socket,  
rubber pigtail and integral mounting stud.

For complete specifications, write to:

**ARROW SAFETY DEVICE CO.**  
GEORGETOWN, DEL.



# ARROW

DESIGNS WITH THE FLEET IN MIND

## Ford Introductory Sales Rise 23% over Last Year

FORD car sales during the first ten selling days after introduction of the 1960 models were 23% ahead of the comparable period last year, according to J. O. Wright, Ford Motor Co. vice president and Ford Division general manager.

Wright said the increase approximated the 1,000-a-day sales of the Falcon, which helped attract the largest showroom crowds ever

reported by Ford dealers. Thunderbird sales during the first full week after new-model introduction ran 65% ahead of last year, the factory executive revealed.

Based on public response, Ford dealers have placed orders for one-half million Ford cars, including 97,000 Falcons, he said, adding that the company can continue to ship cars to dealers well beyond mid-November. About half of Ford's steel tonnage requirements are produced in the company's own steel mills, which continued

to operate during the steel strike.

## Delta Group Honors State Legislators

THE Delta Automobile Dealers Association of Mississippi last month honored newly-elected members of the legislature from 12 Delta counties at a dinner at the Cleveland Country Club in Cleveland.

Despite unfavorable weather, over 90 dealers, legislators and guests attended the dinner. Walter Sillers of Rosedale, speaker of the house, was presented a portable television set by dealers of Bolivar County in recognition of long service rendered his county and state. Congressman Jamie Whitten of Charleston addressed the meeting.

H. L. Roberts of Shelby presided over the meeting. Committee in charge of arrangements included NADA Director S. E. Kossman of Cleveland, Homer McLeod of Greenwood and Roberts. DADA president is Ralph Holland of Indianola.

## More 1960 Lark Buyers Choose Lighter Colors

LIGHTER colors dominate selections by 1960 Lark buyers, with the favorite color choice, "white sand," accounting for 24% of the total—up 4.33% over last year—according to S. A. Skillman, vice president of Studebaker-Packard Corp.

"Sandalwood beige," a light tan, showed biggest gains over 1959 models, he said, with a 4.40% increase to 16.10% of the first 50,000 models surveyed. "Oasis green" and "gulfstream blue," both light shades, ranked third and fourth, with black dropping from fourth to fifth in preferences.

## Rambler Employment Hits Highest Peak

AN ADDITIONAL 1,000 hourly-rated employees at American Motors' Rambler plants in Milwaukee and Kenosha, Wis., has boosted employment to the highest levels in the company's history, Roy D. Chapin, Jr., automotive executive vice president, announced.

Five hundred employees were hired for the main plant at Kenosha, Chapin said, and a like number in Milwaukee.



**Never wears out!**


AERO-SEAL Jet clamps are of such high quality material, and so ruggedly built that they will outlast a car! A new patented feature permits faster installation and removal. Just a few turns and the worm drive screw tightens the band snugly. It's on for keeps, and no amount of vibration will shake it loose or snap it open. Other clamps may LOOK like AERO-SEALS, but no others can equal their quality. No premium price for JETS. REGULAR AERO-SEALS AVAILABLE IF DESIRED.

**Aero-Seal JET**  
QUICK-ATTACH HOSE CLAMPS

BREEZE MARK

BREEZE CORPORATIONS, INC., 700 LIBERTY AVENUE, UNION, N. J.





**STRONG ENOUGH  
TO SUPPORT  
165,000 POUNDS  
OF LOCOMOTIVE\***

The bearings in today's engines are exposed to tremendous loads. It wasn't too long ago that a bearing with a load carrying capacity of 2000 pounds per square inch was adequate. But, greater horsepowers . . . higher compression ratios . . . higher rpm's have set new requisites.

That's why Monmouth bearings are designed with such high load carrying capacities. Take

the Clevite 77 bearing for instance . . . it has a load carrying capacity of 7500 pounds per square inch. That fact means a substantial bonus in bearing performance and life on the job.

Always use replacement engine bearings that you can install with confidence . . . specify Clevite 77. Get them from your N.A.P.A. jobber.

\*The Clevite 77 bearing referred to here has 7500 lbs. per square inch load carrying capacity and a surface area of approximately 22 square inches.

# Monmouth

## ENGINE BEARINGS

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio



•The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation

## George Romney Says Steel Strike Is Contest for Political Power

A STRUGGLE for national economic and political power has become the dominant influence in collective bargaining today, George Romney, president of American Motors Corp., said at Detroit last month.

"Both union and industry camps in the steel dispute are now work-

ing not only to reinforce their already excessive economic power, but to break their deadlock by building political power and influence in the highest offices of government," Romney said.

Romney addressed the National Management Association conference at the Statler Hilton Hotel,



President Romney

where he received a plaque as the NMA's "Management Man of the Year."

Romney said the steel dispute "increases the division of the country between warring economic power groups who seek to dominate our political parties as the means of controlling the governmental role in today's vast union-management power struggles.

"Unless the collective bargaining power of both unions and employers is made to conform with the political and economic principles of freedom, we will see both made subservient to federal government.

"Employer power or union power capable of creating a national emergency is contrary to the most basic American concepts, and creating greater governmental power to control it is the road to destruction."

Romney said the nation is confronted with the spectacle of political leaders who are reluctant to deal with real issues because of concern about their political future, or who lack basic understanding as to what the real issues are.

"So-called collective bargaining in the steel industry in the last six months has not been collective bargaining at all; it has been a power struggle," Romney said. "It hasn't even begun to deal with the actual facts of the individual companies involved. It has created national issues and problems greater than those used to justify the organization of the power involved in this dangerous conflict.

"It is unrealistic to expect genuine collective bargaining in a situation in which some steel companies probably can grant a wage increase without a price increase, some cannot, some desperately

**VAN NORMAN**

**FLEET SHOP  
HEAVY DUTY  
SERVICE EQUIPMENT**



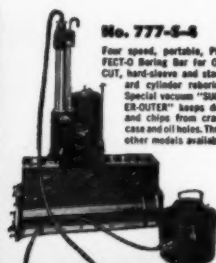
**No. 561**

Automatic Wet Surface Grinder for fastest grinding of all brass, steel and castings with quick set-up time. Three models: 36", 48" and 60" capacities.



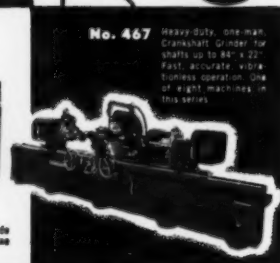
**No. 570**

Rotary Brush used for cutting action to quickly machine cylinder heads, engine blocks, and other surfaces. Top-Side loading keeps chips out of work. Only machine of its kind.



**No. 777-5-4**

Four speed, portable, PERFECT-O Boring Bar for ONE CUT, hand-closure and steady and cylinder re-boring. Special vacuum "SUCK-ER-OUTER" keeps dust and chips from crankcase and oil holes. Three other models available.



**No. 467**

Heavy-duty, one-man Crankshaft Grinder for shafts up to 84" x 22". Fast, accurate, noiseless operation. One of eight machines in this series.



**No. 404**

Brake Drum Lathe turns and grinds simultaneously with dust-free Vapo-Jet Wet Grinding Attachment. Multiple speeds - exclusive Load-Compensator supports all drum and tire assemblies.



**No. 304**

Medium priced, heavy-duty Brake Drum Lathe for grinding drums on cars and trucks up to 20" diam. Features simultaneous turning and grinding with exclusive Vapo-Jet Wet Grinding Attachment.



**No. 302**

Moderately priced "Little Brute" Brake Drum Lathe takes passenger car and light truck drums mounted up to 500 pounds. Turns and grinds at same time with optional Vapo-Jet Wet Grinding Attachment.



**No. 253**

Camshaft Grinder speeds up and precisely resizes 22 between centers, 9 maximum diam. Also grinds main crankshaft bearings. No. 253 is available.

**PRECISION  
THE VAN NORMAN LINE  
MACHINING**

for  
• Cars • Trucks  
• Buses • Tractors  
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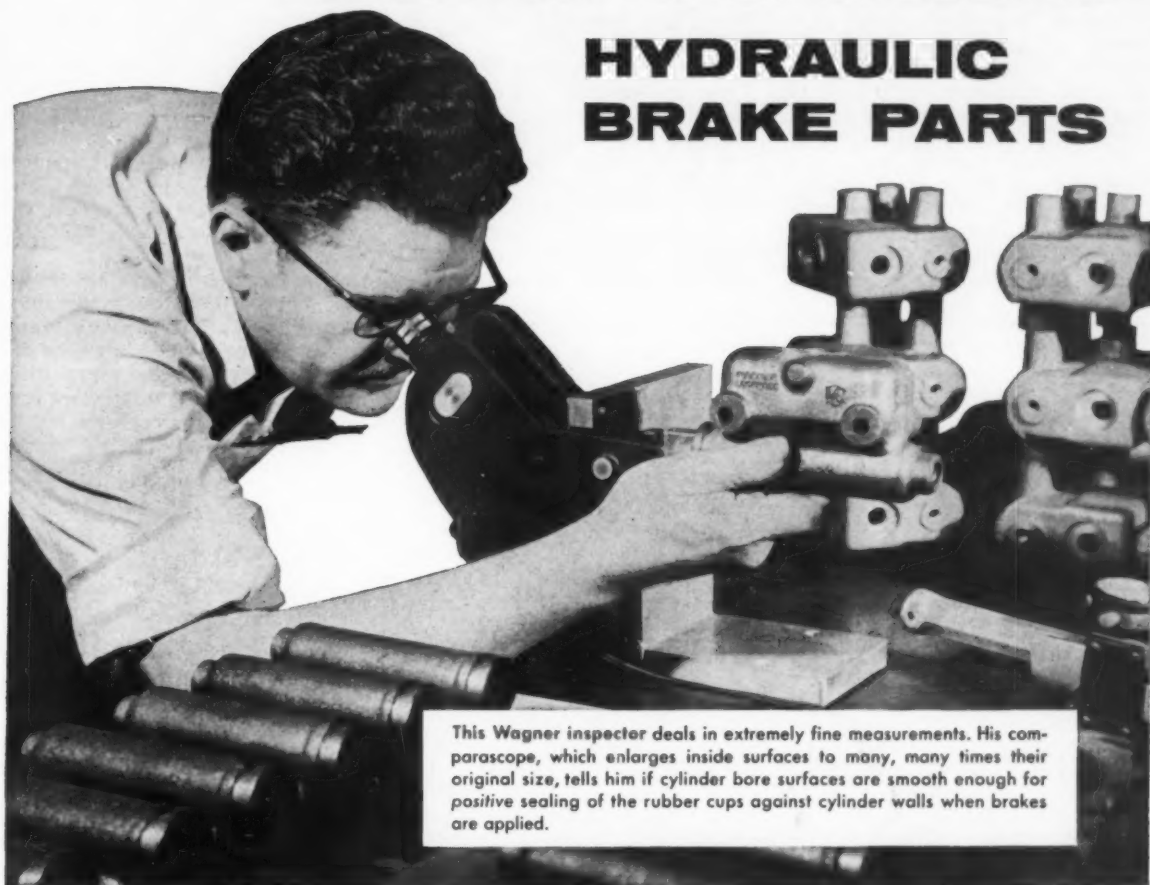
• Brake Drum Lathes  
• Camshaft Grinders  
• Crankshaft Grinders  
• Cylinder Boring Bars  
• Rotary Broach  
• Horizontal Automatic Wet  
Surface Grinders for Heads,  
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**VAN NORMAN MACHINE COMPANY**

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# Wagner<sup>®</sup> Lockheed

## HYDRAULIC BRAKE PARTS



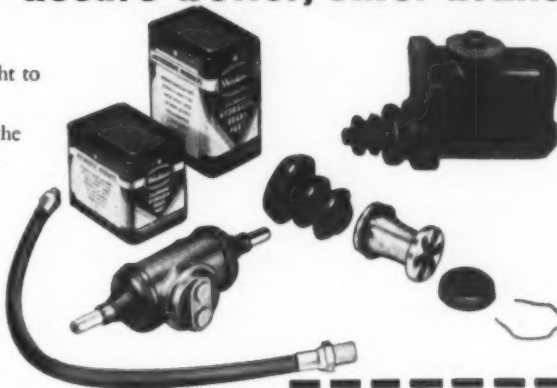
This Wagner inspector deals in extremely fine measurements. His comparascope, which enlarges inside surfaces to many, many times their original size, tells him if cylinder bore surfaces are smooth enough for positive sealing of the rubber cups against cylinder walls when brakes are applied.

**are made right—fit right—assure better, safer brakes!**

You, like America's car and truck manufacturers, can rely on Wagner products. Wagner Lockheed Brake Parts are made right to function perfectly... assuring you of better, safer brakes.

Save time. Save money. You'll find that Wagner Lockheed is the most complete and most trouble free line of top-quality brake service products on the market. It includes master cylinders, wheel cylinders, pistons, springs, washers, cups, boots, hose and all related items for every make and model vehicle. Available individually or in factory sealed kits.

For details on complete line which includes brake parts, brake fluid and brake lining—consult your nearest Wagner distributor, or mail the coupon for a free copy of Catalog AU-1.



## Wagner Lockheed

*the best known name in brake service*

LOCKHEED BRAKE PARTS, FLUID, BRAKE LINING and LINED BRAKE SHOES • AIR HORNS  
AIR BRAKES • TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

**Wagner Electric Corporation**

6362 PLYMOUTH AVE., ST. LOUIS 33, MO., U.S.A.  
(Branches in principal cities in U.S. and in Canada)

Please mail us Catalog AU-1 on your complete line of brake service products.

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FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY & STATE \_\_\_\_\_ WP59-28

need changes in working conditions, and others aren't even involved in the problem."

Romney said the nation's economic goals should include the "sharing of the fruits of economic progress, greater participation in the achievement of progress, and opportunity for self-expression of workers at all levels."

As a result of the steel struggle between concentrated industry power and concentrated labor power, he said, "we are subordinating and completely losing sight

of these more important and fundamental goals."

"Economic rewards should be based fundamentally on the contribution of the individual and the organization. Applying this principle, management and stockholders of the individual steel companies are rewarded differently on the basis of the varying facts of the individual enterprise. There is equal justification for the appropriate reward of workers beyond basic minimums according to the varying economic facts of the in-

dividual companies."

Romney said excess industry and labor power will beget excess government power and control, unless our fundamental national economic laws and policies are modernized to apply the traditional American principle of dispersion of power.

"The alternative to providing national policy that divides and disperses private power is the statism of government regulation and control.

"If Congress should be driven by public pressure to legislate compulsory arbitration and wage-price controls, and eliminate labor's right to strike, this substitution of statism for our present economic system and free collective bargaining would be more calamitous than the economic effects of the strike itself.

"I want to see unions keep their right to strike, and I want to see employers exercise equal power in the collective bargaining process. But this cannot result from the pyramiding of private power. It can occur only through equally applying to both the same American principles of the division of power.

"Provisions of the Taft-Hartley law as they are now being applied are inadequate to deal with the present steel situation," Romney said. "The president should set up a special study commission now to prepare recommendations to Congress before it reconvenes."

#### Electric Storage Ups Harbison

John S. Harbison has been named general merchandising manager of the automotive division of The Electric Storage Battery Co., according to Harry N. Roberts, director of marketing. First employed by the firm in 1947, Harbison had been sales manager of its Willard Storage Battery Division since September 1955.

#### Willys Appoints Scher

Appointment of C. T. Scher as general parts and service manager for Willys Motors, Inc., has been announced by Cruse W. Moss, vice president and general sales manager. With Willys and predecessor companies for 11 years, Scher will supervise distribution of "Jeep" vehicle parts and accessories, as well as service operations, throughout the nation.

## New | ARMOR-FLEX Protector Mats



You can see the difference in quality  
... you will see the difference in sales

A new line of protector mats superior to anything you have seen in the field! These mats are all-new . . . new rubber-plastic composition with *Polene*\*, new luster-sheen finish, new space-age styling. In 5 solid colors or two-tones. Custom-fitted door-to-door mats, twins or utility mats.

Eye-catching new merchandising material and cartons.  
DOAN MANUFACTURING, 1725 London Road,  
Cleveland 12, Ohio

\* Trademark

Division of Anchor Industries, Inc.







**YOU'RE SITTING**

*Pretty*

**WITH A**

## *New Britain* **MASTER TOOL SET**

For master mechanics — and mechanics on their way up — here's the *complete* Tool Set that will handle practically every job in your Shop. This 150 piece, high quality Set includes the finest alloy steel Ratchets, Drive Handles, Sockets, and Flat Wrenches, plus Hammers, Chisels, Pliers, Screw Drivers, and *more . . .* every Tool designed by mechanics — for mechanics! Ask your Jobber how you can get it and put it to work making money for you! The cost of Tools you use in your work is deductible from your income tax! The New Britain Machine Co., New Britain, Conn.



# *New Britain* **HAND TOOLS**

**NEW BRITAIN • CONNECTICUT**



Members of the Independent Garage Owners of Greater Charleston (S. C.), Inc., have erected three of these signs on the three different major highways leading into the seaport. They have a special chemical treatment that illuminates them when car lights play on them at night. W. L. Prindle is president of the unit. W. E. Merrill is vice president and A. O. Rentz is secretary-treasurer. Directors are C. M. Smith, J. T. Helms, W. All, W. A. Yon, A. M. Deese, F. C. Wilson and H. W. Johnson, chairman.

### Bright-Work Process Announced by Chevy

**A** DURABLE finish of synthetic material simulating the appearance of chrome is literally "shoe shined" on to worn and corroded bumpers, grilles and other car bright work in a new process developed by Chevrolet service technicians.

Result of four and a half years of research and testing with a number of materials, the method is the first of its type ever made available by an automotive manufacturer, E. L. Harrig, Chevrolet national service and mechanical manager, said.

The process, which has stood up under a stiff testing program, has been released to Chevrolet dealers for used-car reconditioning. It is not being made available directly to consumers.

The company's reconditioning experts said test cases involving many cars as much as ten years old proved the application not only durable and remarkably comparable to original chrome in appearance but also extremely economical. Cost, they said, is only about one-tenth that of a chrome replating job with labor reduced proportionately.

Requiring only about a half-hour of work in normal cases, the process calls for a preparatory sanding of surface, a spray coat of a resinous black material of special formula, application of a powdered aluminum metal rubbed in with sheepskin and absorbent cloths and a clear weather-resistant top coating.

The black undercoat contains a rust inhibitor, researchers said. The aluminum powder has lead content removed and particles have been treated with a coating

to prevent oxidization.

At Chevrolet engineering laboratories, the coating has successfully passed infra-red, salt spray, heat, humidity, impact and abrasion tests.

### Seven Bucks Is Waiting

A goodly number of mechanics have learned how to add to their income painlessly. Want to know how? Turn to page 123. Have you any Time Saver ideas? Keep this ready source of cash in mind!

## THE "RED COATS" ARE



## NEW MOOG CAR-BUOY®

PATENTS PENDING

fits over present  
shock absorbers. Why discard  
good shocks to correct rear-end sag?



STRESS BYPASSES WELD

exclusive bracket\* protects shock. CAR-BUOY puts no additional stress or strain on shock welds. Exclusive bracket can't grip or crush shock!

original "silent" springs  
for quiet ride. Layer of tough,  
rubber-like plastic bonded to steel springs.

No clash, no noise!



## Valiant: Chrysler's Scotch

(Continued from page 41)

and an over-all height of 54", it is comfortable for a family of six.

Valiant can get 30mph to the gallon in highway driving, engineers claimed.

With a 24.9-cubic-foot trunk compartment, Valiant was designed to provide luggage capacity for a family weekend trip and still provides a concealed spare tire in a sunken tire well.

Wheelbase is 106.5".

Valiant is offered in a V-100 and a V-200 series (the latter being the high line), and each series includes a four-door, six-passenger sedan; a four-door, two-seat Suburban; and a four-door, three-seat Suburban.

The four-bearing crankshaft follows current Chrysler Corp. V-8 design practice, with very large overlaps between connecting rod and main bearing journals for exceptional rigidity and freedom from vibration. The connecting rods are I-section forgings, very short and stiff, with large shell-

type bearings and pressed-in piston pins.

For oil control, umbrella-type seals are fitted to the valve stems, and four-bead valve locks are used on the exhaust valves to promote free rotation for long life.

The intake manifold is a new design consisting of six long curved tubes which supply fuel and air to each cylinder individually. To reduce weight, the manifold is cast from aluminum. The exhaust manifold, located below the intake manifold, has large-radius curves which permit exhaust gases to leave the cylinders with minimum back pressure and subsequent power loss.

Fuel from the 13-gallon tank beneath the rear axle pickup is fed to the carburetor by a diaphragm pump driven off the camshaft. A plastic mesh filter inside the fuel tank keeps dirt and water out of the fuel system.

The single-throat downdraft carburetor is equipped with a unique torque-rod type of throttle linkage which reportedly gives smooth, accelerator pedal action without allowing engine vibration to be felt at the driver's foot.

## NADA's Convention Points to Record

ADVANCE registrations for the 43rd annual convention and exhibition of the National Automobile Dealers Association to be held in Washington, D. C., Jan. 30-Feb. 3 are indicating that total attendance may set a record.

All previous attendance highs were broken by the 1956 Washington convention when 13,700 registered for the five-day session. North Carolina is currently running close behind California in the advance registration pace.

Convention sessions will be held at both the Shoreham and Sheraton-Park Hotels. The equipment exhibition, featuring the latest developments in the automotive equipment and service industry, will be staged in the Shoreham exhibition hall.

A program designed to produce for all facets of the industry an exchange of information, methods, ideas and knowhow will include nationally-known speakers on such subjects as: "What 1960 Holds for the New-Car Dealer," "The Impact of Compact Cars on New- and Used-Car Selling Profit," "How to Sell on Purpose Instead of by Accident" and "Selling Quality and Service Instead of Price."

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**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**106 CAP MERCHANDISER**—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1630 Columbia Ave., Connerville, Ind.

**108 1957 EDITION OF 12 VOLT ELECTRIC EQUIPMENT FOR PASSENGER CARS**—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

**109 AMMCO BRAKE SERVICE ENGINE REPAIR AND HONING TOOLS AND EQUIPMENT**—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gauges, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

**112 SOUND SLIDE FILM**—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

**114 32 REASONS FOR OIL CONSUMPTION**—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write: Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

**118 BRAKE SERVICE GUIDE**—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

**122 TIRE RETRUEING**—An illustrated profit bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

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**127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED**—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitable servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**130 VALVE CATALOG**—A new 166-page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

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**134 MOOG RINGLINER**—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**137 DELCO-REMY ELECTRICAL SERVICE**—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**139 AIR COOLED ENGINE VALVES**—A complete 8-page & cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

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**144 RADIATOR SERVICING EQUIPMENT**—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

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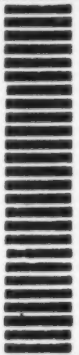


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**167 1958 HEADLAMP & SERVICING GUIDE**—Includes information on following: 4 headlamp systems, aiming instructions, installation instructions, servicing directional signals, lamp specifications on all domestic & foreign cars and trucks. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N. J.

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**186 FILTER CATALOG**—Offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., 43 River Road, N. Arlington, N. J.

**188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB**—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

**191 1959 REBUILT AUTO PARTS CATALOG**—The first complete catalog to be published this year is now being distributed to jobbers and distributors. It contains listings of the 16 different items that Kimco rebuilds. For quick and easy use, the parts are arranged in logical sequence and broken down as to make and model of automobile, truck and tractor. Kimco Auto Products, Inc., 1520 Texas St., Memphis, Tenn.

**194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT**—Illustrated 8-page catalog shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

**195 1958 SALES "PORTFOLIO"**—Contains catalog sheets on YANKEE'S new "Duet Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors, mirrors for foreign and sports cars, and other service items. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

**196 AIR COMPRESSOR CATALOG**—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various type of compressors, components and accessories. Ask for Catalog No. 734-2, Weaver Mfg. Co., Springfield, Ill.

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**205 HOW TO INCREASE ENGINE LIFE**—90%—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

**208 SAFE PARTS CLEANING FOR CRITICAL PARTS**—Booklet describes 3 safe ways to clean parts—pump driven filtered hose; air agitated soaking tank; and jet air gun. Practical Mfg. Co., 2840 4th Avenue S., Minneapolis, Minn.

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**212 BRAKE FLUID INFORMATION**—Catalog pages and attractive color cards give full details including specifications, advantages and prices. Hydro-Loc Mfg. Co., Inc., P. O. Box 2225, Durham, N. C.

**214 THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**217 ROUGH IDLING — CAUSE AND CORRECTION**—4-page bulletin lists common causes of rough idling and points out corrective measures to be taken. Includes explanation of how and why gum forms in carburetor and what steps are necessary to remove gum deposits. Gum-out Division, 2690 Lisbon Rd., Cleveland 4, Ohio.

**218 BASIC SLEEVE ASSEMBLY SETS**—New illustrated catalogue describes profit features and technical advantages together with specific set numbers and exact applications of BASIC MATCHED SETS for all popular makes of tractors and trucks. Basic Sleeve Associates, 2816 Commerce St., Dallas 26, Texas.

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**242 AUTOMOTIVE LINES** — 4-page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents, list and dealer prices. Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N. C.

**243 HOW TO SELL MORE OIL, OIL FILTERS, LUBRICATIONS & TBA ITEMS** — 12-page illustrated booklet gives profitable tips on increasing your sales and making every customer a happy customer. Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

**255 TOOL CATALOG "W"** — 112 pages gives pictures, description and specifications of the complete Snap-On Tool line of merchandise. Snap-On Tools Corp., Kenosha, Wis.

**257 RUBBER PRODUCTS** — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

**264 TIRE VALVES, EQUIPMENT AND TOOLS** — Complete jobber catalog describes the entire line: giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc. 205 Newman St., Hackensack, N. J.

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**266 COMPRESSOR CATALOG**—16-page catalog gives full details on the complete compressor line, including specifications, diagrams, uses. Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

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**271 AUTOMOTIVE CHEMICALS** — 8-page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

**274 NEW WHEEL SERVICES** — Catalog lists 11 new wheel alignment and balancing services and is said to be the most complete catalog of its kind in the industry. The 20 page catalog describes and illustrates all of the new Bear equipment. Bear Mfg. Co., Rock Island, Ill.

**275 PISTON RING** — 16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P. O. Box 513, St. Louis 68, Mo.

**280 SPECIALIZED HAND TOOLS** — Complete general catalog. With more than 130 listings, the book is profusely illustrated and operating procedures on all tools are clearly explained. Included are tools for valves, radiators, piston rings, ignition, brakes, body work and many specials. K-D Tools, Lancaster, Pa.

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**283 CARBURETOR WALL CHART** — Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div., Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

**285 "INSTALL RATHER THAN OVERHAUL"** — A booklet designed to show dealers, independent repair shops and installing shops the many benefits resulting from the installation of rebuilt engines. Write Muskegon Piston Ring Co., Muskegon, Mich.

**286 LISLE SPECIALTY AUTOMOTIVE TOOLS AND GARAGE CREEPERS** — A 16-page tool catalog (#303) featuring Lisle quality Ridge Reamers, Cylinder and Brake Hones, Glaze Breakers, and other specialty automotive tools. This catalog also features Lisle "Jeepers Creepers" and new "Hi-Lo" and "Lo-Boy" creeper seats. Lisle Corp., 888 Main St., Clarinda, Iowa.

**287 LISLE HYDRAULIC BRAKE PARTS & CABLE CATALOGS**—Complete 96-page catalog covering Lisle Brake Cylinders, Repair Kits, Hoses, Fluid and Parts for trucks and passenger cars. Complete catalog on Lisle Parking Brake Cable assemblies for passenger cars and trucks. Lisle Corp., 888 Main St., Clarinda, Iowa.

**290 IMPACT COLOR FILM**—15-minute color and sound film shows a car dropped from over 500 feet in the air to prove the impact resistance and holding power of their Plastik fillers. The impact was equivalent to a car crashing into a wall at 120 mph. Showings are available through your local jobber. Write to Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.

**291 IMPACT RESISTANCE OF AUTOBODY FILLERS** — 6-page 2-color brochure shows actual film clips of a startling impact test. A car was repaired with Plastik autobody fillers, lifted to a height of 525 feet by a helicopter and dropped. Inspection after the drop proved Unican Plastik's tremendous holding ability. Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.

**292 A 12-PAGE FOLDER**—Covering the remarkable flexibility of Plastik J-10. Makes use of both cartoons and actual photos to show the flexible properties of J-10. Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.

**294 WIRE AND CABLE**—Catalog No. 3, a new 24-page book covering a complete line of automotive electrical wire and cable products for automobile, marine and mobile home requirements is available upon request from Del City Wire Co., Inc., P. O. Box 2464, Oklahoma City, Okla.

**297 SCREWDRIVER CATALOG NO. SD 56**—Colorful catalog showing over 400 different sizes and styles of hand tools. Screwdrivers, Nut Drivers, Pliers and Wood Chisels, are presented in clear pictures and tables showing complete dimensions. Merchandising Displays, helpful Screw Charts and standardization tables are also shown. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

**298 SOLDERLESS TERMINAL CATALOG NO. T 70**—Over 60 different sizes and styles of Solderless Terminals are illustrated in a beautiful 4-color catalog. Actual size illustrations plus blue print type of drawings, with all dimensions clearly marked, make for easy selection of the proper Terminal, for every need. Regular, Quick Connect and the new insulated type of Solderless Terminals are shown. A Quick Reference Card with actual samples mounted, is also available. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

**314 WAGNER BRAKE PARTS CATALOG** — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**315 BETTER IGNITION** by Delco-Remy — 16-page, 8 1/2 x 11-inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

**338 AUTO LAMP SERVICING GUIDE**— Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, N. J.

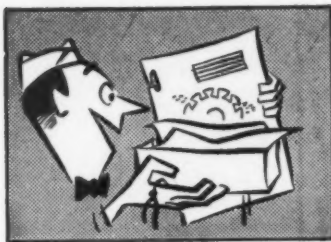
**340 OIL, AIR, FUEL AND WATER FILTERS**—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

**345 HYDRAULIC BRAKE WALL CHART** —Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P. O. Box 701, Middletown, Conn.

**361 NEW "QUICK REFERENCE" GASKET CATALOG**—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Fel Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

**410 NEW AIR BRAKE MAINTENANCE BULLETINS** — Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.



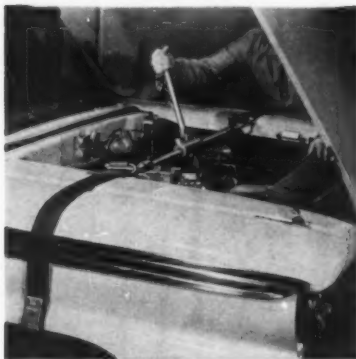


## NEW PRODUCTS AND CATALOGS

### 900—Body Jack Sets

Body jack sets, "Jack 'n Strap," that can push, pull and brace, announced by Blackhawk Automotive Division, 5325 West Rogers St., Milwaukee 46, Wis., are said to provide a practical answer to light sheet metal repairs on fenders, doors, deck lids, hoods and bumpers.

Jack has a 1½-ton capacity and is constructed of strong malleable iron with a threaded base that accepts



all of the company's "Bantam" tubing. An 18" friction rod and an additional 9" optional friction rod allows sufficient stroke without additional setups, it was claimed. Three sets are offered: "Economy," "Master" and "De Luxe." All contain the body jack and 2 non-scuffing web straps for aligning, plus selected attachments. The attachments include tubing, chain, fender clamp, saddles, "Flex Head" and 90° "V" base.

Want more info? Use coupon on page 113 and you will get it!

### 901—Truck Mirror

A retracting "Defrost-Lite" mirror, developed by Power Brake Parts Mfg. Co., 3441 South Racine Ave., Chicago 3, Ill., reportedly will retract itself if accidentally bumped in alleys or loading areas, and also provides no-tool retractibility for quick adjustments in tight spots.

The retracting loop gives the driver 4" more extension, thus increasing mirror visibility. Nylon washers replace metal ones for freeze-free, rust-free operation. Unit features an amber clearance light and contains 2 defrosting bulbs. Screw-back opening permits bulb changes to be made easily and safely. Defrosting unit operates on 12 volts. Units for 6-volt systems are also available. Mirror comes in 2 sizes—"No. 833" which is extendable from 12" to 23" over-all, and "No. 843" which extends from 17" to 29"

over-all and fits all trucks, including GMC and Chevrolet.

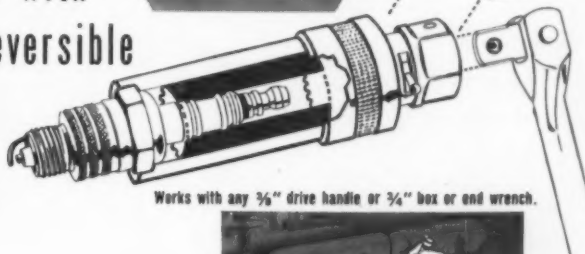
Want more info? Use coupon on page 113 and you will get it!

### 902—Fleet Catalog

Containing 160 pages of complete specifications on commercial and industrial applications of its products, divided into 5 sections for easy reference, a fleet catalog available from AC Spark Plug Division, General Motors Corp., Flint 2, Mich., covers spark plug, oil filter, fuel pump, air cleaner and gasoline strainer applications for fleet and industrial users, plus service tool information and complete replacement part conversion listings and interchangeability information from factory parts numbers.

Want more info? Use coupon on page 113 and you will get it!

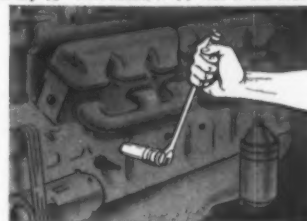
**ONLY**  
spark plug  
socket with  
full reversible  
ratchet  
action!



Works with any ¾" drive handle or ¾" box or end wrench.

This new Ratcheting Spark Plug Socket beats the problem of servicing plugs in accessory-packed cars. It also speeds the job, because it actually replaces three tools! It's a holding socket, reversible ratchet and short extension all wrapped up in one tool, 3½ inches long.

With this new tool, spark plug torquing is possible under all conditions. No spot is too tight, and the socket fits all 14 mm. plugs now used almost exclusively on late-model cars



Extra length prevents burning of hands

and trucks as well as marine and industrial engines. Plugs fit solidly in the specially-broached socket—are fully protected by a thick Neoprene liner. See this burn-saving, time-saving tool today. Ask your jobber.

No. SPJ-1426 Mechanic's Net **\$6.95**

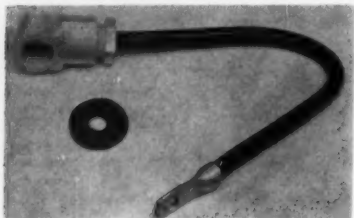
## Herbrand Tools

HERBRAND DIVISION, THE BINGHAM-HERBRAND CORPORATION • FREMONT, OHIO

### 903—Battery Cable

An improved type of battery cable, developed by Comet Automotive Mfg. Corp., Littleton, Colo., is unconditionally guaranteed and is said to deliver more juice, prevent corrosion and increase battery life.

A brass lug with teeth that bite into the side of battery terminal re-



portedly provides better electrical connection than the clamp or conventional type cables because the teeth bypass the oxidized surface of the terminal. A plastic cap which completely covers the brass lug and terminal prevents corrosion, it was claimed, since fumes coming up under the cap are stopped or neutralized by a chemically treated felt washer which seals the base of the cap against the top of the battery case. Cable is universal, fitting both the positive and negative terminals on either 6- or 12-volt batteries and it can be used on cars, trucks, boats, etc.

Want more info? Use coupon on page 113 and you will get it!

### 904—Overload Spring

A single, complete, fully-engineered spring-shock unit, manufactured by Heckethorn Mfg. & Supply Co., Dyersburg, Tenn., is designed to keep heavily loaded cars on the level.

"Level-ride" is factory-assembled to fit each make and model of car and is available with spring rates of 40 lbs. per inch or 60 lbs. per inch. It reportedly carries overloads of 300 to 600 lbs. and raises the level of unloaded vehicles only about 1½", the manufacturer said.

Want more info? Use coupon on page 113 and you will get it!



### 905—Paint Mixture

Particularly suited to the requirements of a jobber or paint shop for a smaller size color mixing machine, the "E-70" color bar, introduced by The Arco Co., 7301 Bessemer Ave., Cleveland 27, O., is only 34" long and 15" deep, and, when mounted on a paint storage rack, requires less than 4' space.

It will hold either 5 one-gallon cans or 5 quart cans of paint, or a combination of gallons and quarts. Each can is electrically agitated by a separate mechanical connection. Paint may be custom-mixed quickly and easily, it was claimed, in amounts sufficient for spot repair work or for complete refinishing, reportedly duplicating exactly the color for any car, regardless of model year.

Want more info? Use coupon on page 113 and you will get it!

### 906—Fuel Filter

Replacing the fuel filter in practically any car or truck reportedly can be done in minutes with a "Capac" filter, announced by Wells Mfg. Corp., Fond du Lac, Wis., which requires no plumbing and no lines to install or cut. The one-piece filter-and-gasket unit is inserted in the sediment bowl and the job is done.

Filter utilizes the 2-stage principles of "Duocron" oil filtering develop-



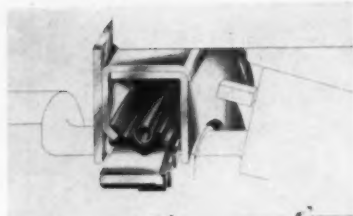
ments to filter out 4 times as much impurities as other types of gasoline filters, it was claimed. A cotton-derived alpha cellulose filtering material, Duocron is used in a 2-stage pleated filter said to be twice the thickness of commonly used "single-stage" paper, with a result of 70% more filtering material, the manufacturer said. Fewer but heavier pleats reportedly provide more complete and open exposure of the entire absorbent surface filter.

Want more info? Use coupon on page 113 and you will get it!

### 907—Oil Seal

A "unitized" oil seal which contains a wear sleeve as an integral part of the seal itself, developed by National Seal Division of Federal-Mogul-Bower Bearings, Inc., Redwood City, Calif., is said to be the first shaft-type seal of unitized design to become commercially available to manufacturers of automobiles, trucks, tractors and other heavy equipment.

The self-contained wear sleeve, which has an inside surface made of rubber and an outside surface of



polished metal, turns with the shaft, thereby allowing the lip of the seal to run on the metal sleeve rather than on the shaft itself. Seal is said to be ideally suited to wheel axles, as well as other applications, and, like conventional seals, it can be made in varying sizes and for both single or double applications. Benefits claimed include: it is automatically positioned under the sealing lip, preventing any chance of faulty installation and subsequent possible seal failure; rubber liner prevents scoring and scratching the shaft, as well as leakage under the sleeve; possibility of damaging the sealing lip during shipment or installation is eliminated, since lip is not exposed, and "Unitiseal" allows greater latitude of shaft finishes.

Want more info? Use coupon on page 113 and you will get it!

### 908—Primer-Sealer

"Acryseal," a non-sanding primer-surfacer-sealer, announced by The Arco Co., 7301 Bessemer Ave., Cleveland 27, O., may be used over or under acrylics, lacquer or enamel and is said to provide an excellent intermediate coat to permit the application of acrylics over lacquer or enamel finish coats.

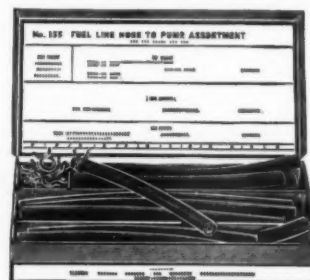
Product is said to save on time and labor, to be fast-drying and to give excellent hold-out and gloss to succeeding coats.

Want more info? Use coupon on page 113 and you will get it!

### 909—Hose Assortment

"No. 155" fuel line hose-to-pump assortment for late-model cars, announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 30, Mo., consists of ¾" and 5/16" I.D. hose cut to proper length for 1957- and later-model cars, with clamps included.

Packed 1 assortment to the box, "No. 155-A" assortment fits 1958-59



Chevrolet (348 engine) and Pontiac; "No. 155-B" fits 1957-59 Plymouth, and "No. 155-C" fits 1958-59 Chevrolet (except 358 engine) and 1957-59 Chrysler, De Soto and Dodge.

Want more info? Use coupon on page 113 and you will get it!

## 910—Corvair Jack

"No. 711" hydraulic jack with "No. 68C" adapter to handle the Chevrolet Corvair power train has been announced by Edmund J. Wudel Mfg. Co., 6082 Ferguson Drive, Los Angeles 22, Calif.

Jack, with adapter, features a 2-stage-lift low position 32" high and



a high position of 72" with a total lifting range of 40"; lifting ram which rotates at a full 360°, locking in low position to prevent rotation; 4-wheel base which provides absolute stability; frame tested out at 2,000 lbs.; 4" creeper wheels and rotating pump handle which rotates into any desired position. Universal adapter and Powerglide adapter are also available for use with the "No. 711" jack.

Want more info? Use coupon on page 113 and you will get it!

## 911—Wheel Aligner

"Cross-Sight" portable wheel aligner, said to provide service establishments with complete requirements for checking and correcting caster, camber and toe-in of all domestic and foreign cars and light trucks quickly and accurately, announced by the Alemite Division of Stewart-Warner Corp., 1826 Diversy Pkwy., Chicago 14, Ill., is contained in one easy-rolling service cart requiring only 32" x 20" of floor space.



Using surveyor-type optics to obtain alignment angles of all 4 wheels and steering linkage, the aligner needs no ramps or special level-floor area and can be used indoors or out, it was claimed. Diagnosing and correcting are done under actual driving pressures or conditions to assure correct wheel alignment "for the road," the manufacturer said. In adjustment of toe-in and camber, a buzzer signal indicates when wheel shims or eccentrics have been adjusted to the desired correction, which is preset on the "audio liner" scale.

Want more info? Use coupon on page 113 and you will get it!

## 912—Bench Grinder

"Trucut" bench grinder, "Model No. BG-1," announced by Frank N. Wood Co., 344 W. Main St., Waukesha, Wis., consists of 2 high-quality aluminum oxide wheels—6" x 1 1/2"—one fine and one coarse.

Wheel guards are removable to allow use of buffing and grinding wheels. Tool rests are fully adjustable to compensate for wheel wear and to attain the desired grinding angle, it was claimed. Powerplant is a 1/4hp—115v, 60c, 3450rpm, 1 phase—ball-bearing motor, which is encased as an integral part of the grinder and is mounted directly over the rubber mounted grinder base,

which in turn is secured to the bench by 4 bolts. Clearance in front of motor frame permits grinding long objects. Eye shields are available as an accessory.

Want more info? Use coupon on page 113 and you will get it!

## 913—Solenoid Catalog

Complete 1959-60 catalog of new and rebuilt solenoids, published by Arrow Armatures Co., 15 Fordham Road, Boston 34, Mass., lists units for most models from 1942 to 1959, including passenger cars, trucks, buses and taxis, as well as tractors.

Want more info? Use coupon on page 113 and you will get it!

# FREE

with your purchase of  
a Pullman Vacmobile  
for your station!

## ...83 PIECE BADGE-O-RAMA MERCHANDISING KIT

Means twice as many  
TBA sales!



### FREE \$12 BADGE-O-RAMA KIT



**INCLUDES:**

- Plastic Badges for your men
- 78 Piece Badge insert set printed with psychologically tested messages.
- Wall-hang case to keep kit where service men will use it.

We all know that a good station attendant should suggest extra items to every customer. But in the rush of business there just isn't time... or the man forgets. Now Pullman makes these extra-item sales automatic by providing your men with visual reminders to help them sell without saying a word. All they do is pin the attractive "badge-of-the-week" to their shirts... and customers' attention is automatically called to items they need... and your TBA profits go up... up... up!

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for only 40c a day!

... pay only \$12 down,  
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**Including:**

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- Free Vacuuming Sign
- Free Hangtags
- Complete accessory kit including Accordion Hono, Crevice Tool, Upholstery Tool and exclusive Never-Clog Filter.



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**WHEN THEY EYE IT...  
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**SEND FOR FREE SAMPLE  
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STATION NAME \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_





## Tool Tips for the Mechanic

### Ford Power Steering

Many mechanics have added FX-1 extension bar and FCO-20 crowfoot wrench to their Snap-on® ½"-square drive ferret sets. These units make it easier to service Ford power steering reservoir tank fitting. Pages 13 and 14 of Snap-on Catalog W.

### Brake Adjusting Tool for 1957-58-59 Buicks and Pontiacs

If you have a hard time adjusting brakes on these cars, get a Snap-on B-3404B brake tool. It will work around and through interfering parts to service most Bendix and other brakes using star adjusting nut (except those on Chevrolet). Page 72 of Catalog W.

### NEW TOOL



#### Snap-on S-9834

#### Caster-Camber Torque Adaptor

Caster-camber adjustments on GM cars are made by installing or removing shims between the upper pivot shafts and the frame. To do this, you work on bolts located near the front fender inner skirt. This location makes it impossible to use a socket and torque wrench when assembling. The special Snap-on caster-camber torque adaptor answers the problem. Its over-all length makes it usable with a TQ-150 "Torqometer"® for proper bolt tensioning. The ratcheting Boxocket® speeds the job.

Ask your Snap-on man to show you this new tool. Or write for literature. Not in Catalog W.

### Pinion Nut on VW's

The DX-146 sledge wrench (1-7/16" double hex) comes in handy to break the pinion nut loose on the Volkswagen. Ask your Snap-on man. The nut is torqued to 290 ft.-lb. Use a Snap-on "Torqometer" (page 35 of Catalog W) when replacing the nut.

### Draining the Block on Late Model Fords

Use a Snap-on B-1459 brake wrench to drain the block on late model V-8 Fords. The wrench has two ¾" openings — one at 45 degrees, the other in line with the handle. Snap-on Catalog W — page 72. Ask your Snap-on man about new Snap-on tools — he has many that do not appear in the catalog.

**SNAP-ON TOOLS CORPORATION**  
8050-K 28th Avenue • Kenosha, Wisconsin

### 914—Small-Car Trailer

Solution to the luggage space problem of the small sports cars, the "Sports Traveller" trailer, designed to style-match the Triumph, MGA and Austin-Healey cars, has been announced by Ross Mfg. Co. of Dallas, 1703 Davis Bldg., Dallas, Texas.

Extensions of the steel box-beam frame accommodate 2 positive-grip



couplers, which are bolted to a companion unit and attached to the car's frame operating on the hinge principle. Trailer cannot become detached from the car pulling it. One large balloon-tired wheel swivels with the direction of the car, it was claimed, tracking smoothly up to sustained speeds of 70mph. Unit is 40" wide, 54" long and 16" deep. Recommended load capacity is 300 lbs. A snap-down canvas cover is provided to protect luggage items from weather and road dust.

Want more info? Use coupon on page 113 and you will get it!

### 915—Starting Fluid

Containing upper engine lubricant and anti-corrosive additives, a starting fluid in a pushbutton container, introduced by Pyroil Co., Inc., La-Crosse, Wis., reportedly operates to 65° below zero.

Product is said to start engines fast, especially in cold weather or conditions of high humidity and icing, or in case of a weak battery. A burst or two into the air cleaner or intake port is said to be all that is necessary for fast engine starting.

Want more info? Use coupon on page 113 and you will get it!

### 916—Repair Patches

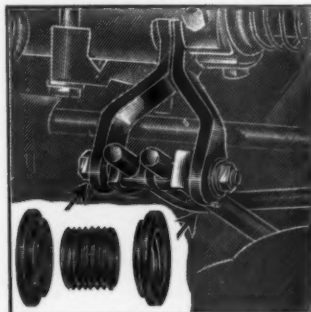
Dual-purpose patches recommended for both tube and tubeless tires, announced by Monkey Grip Sales Co., 5320 Harry Hines Blvd., Dallas 22, Texas, are available in 5 sizes—3 round and 2 oblong.

Packaged in dispenser cartons and also in a complete assortment in metal dispenser cabinet, patches are self-vulcanizing and protected on both sides by polyethylene coverings with a slit in the face side covering for easy removal. Contact layer is made of uncured natural rubber combined with self-curing material to provide vulcanization during vehicle travel. Assortment contains 1 carton each of the 5 sizes, wooden tube buffer, combination metal buffer and stitcher and a half-pint can of solvent.

Want more info? Use coupon on page 113 and you will get it!

### 917—Gear Shift Bushing

"No. 400-C" gear shift lever bushing for 1955-59 Chevrolet Powerglide or standard shift, announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 30, Mo., replaces the standard rubber bushing and makes a permanent repair.



Easy to install, the fiber-insulated bushings thread on a steel sleeve. They are not affected by oil or heat and reportedly keep a positive adjustment at all times.

Want more info? Use coupon on page 113 and you will get it!

### 918—Small-Car Mirror

Designed for either fender or door mounting on the 1960 Valiant, Falcon, Corvair, Lark and Rambler models, a small-car mirror, introduced by The Roberk Co., Muller Ave., Norwalk, Conn., reportedly can be used successfully with foreign cars, such as Renault, Simca, Sunbeam and Fiat.

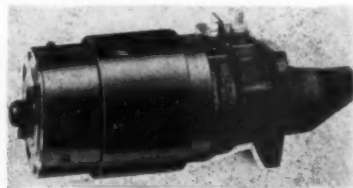
Easily mounted with 2 self-tapping screws, mirror features patented "Swivelock" device, which permits the driver to fix the position of mirror head so that it cannot be knocked out of adjustment when the lock is tightened. Non-glare mirror glass is 4" in diameter.

Want more info? Use coupon on page 113 and you will get it!

### 919—Starter Motor

A new concept in positive shift starter motor design, developed by The Electric Autolite Co., Toledo 1, O., combines the inertial drive appearance with the performance advantages of the "piggy-back" positive shift starter.

The motor reportedly achieves its advantages by locating the shifting solenoid within the pinion housing



co-axially with, and directly activating, the overrunning clutch, without the need for linkage. The result is a positive shift starter motor, said to offer many improvements over its "piggy-back" solenoid predecessor.

Want more info? Use coupon on page 113 and you will get it!



## 920—Spark Plug Device

Detecting electrode wear, oil and gas fouling, cracked insulators and other spark plug malfunctions can be done with the "ACilloscope," introduced by AC Spark Plug Division of General Motors, Flint 2, Mich., which is also said to be the only instrument of its kind offered to servicemen that will detect the presence of lead fouling.

Made of high-impact plastic and weighing 2½ lbs., the device can be



connected to an engine in less than 30 seconds, it was claimed. It operates off power supplied by the car battery and automatically adjusts to either 6- or 12-volt operation. Samples of patterns caused by various spark plug conditions are printed around the front of instrument so that untrained personnel can easily determine the performance of the plugs. "ACilloscope" features a lock-in circuit with only 1 control needed—a tuning knob to expand the pattern when studying conditions.

Want more info? Use coupon on page 113 and you will get it!

## 921—Break-In Filter

Designed especially for the first 1,000 miles of new-car driving, a "break-in" oil filter, announced by Wix Corp., Gastonia, N. C., utilizes a depth-type, full-flow filtrant, said to be 20% more efficient than a pleated paper element.

A disposable unit in a steel spin-on-type case, the filter reportedly removes dust, dirt, grit, sludge, metal chips, core sand, grinder dust and other contaminants that may be present in a new engine. The "break-in" filter is factory-installed on all 1960 Ford cars, as well as Mercury, Edsel, Lincoln, Continental, Thunderbird and the new, compact models, Falcon and Comet. Wix Corp. is a contract supplier of this original equipment filter to Ford Motor Co.

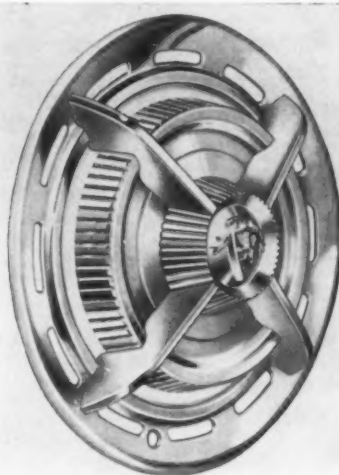
Want more info? Use coupon on page 113 and you will get it!



## 922—Wheel Covers

High-styled wheel covers of functional design, introduced by Namsco, Inc., Bellwood, Ill., are available in 3 sizes to fit all American and foreign cars.

Heavy spinner hub is die-cast with fluted edges and embossed shield.



Contoured bars extend almost fully across cover's diameter, while louvered rim is said to effect brake cooling by its venting action.

Want more info? Use coupon on page 113 and you will get it!

## 923—Small-Car Carburetors

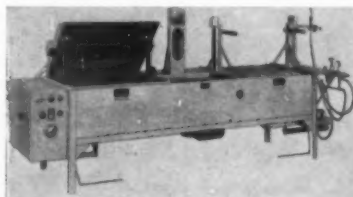
Carburetors for the Volkswagen and Hillman cars and for Anglia and Prefect models of the English Ford, manufactured by Carter Carburetor Division of ACF Industries, Inc., 2840 N. Spring Ave., St. Louis 7, Mo., reportedly have been road-tested for a year in the selected foreign-car models under all conditions.

They are designed to replace worn-out original equipment by the simplest "take-off, put-on" installation methods, it was claimed, and do not require extra plumbing. All necessary parts for installation are included in the package.

Want more info? Use coupon on page 113 and you will get it!

## 924—Radiator Shop

Combining a "Flo-Test" machine, hot cleaning vat and test and repair bench into one 11½' x 3½' unit, the "Super VFT-10" 1-piece radiator testing and repair shop, announced by Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb., reportedly enables an operator to do the entire radiator



servicing job—test, clean and repair.

Agitation of the solution in the hot cleaning vat, produced by jet air streams forced upward through the tank—3 along the front side and 3 along the back—is said to speed up cleaning action. "Memory Master Time Control" feature automatically turns the heat on at any predetermined time and at closing time automatically turns the heat off, the manufacturer said. Control panel combines temperature gauge, temperature control, air gauge, air regulator control, air agitation switch and elevator-and-lid control.

Want more info? Use coupon on page 113 and you will get it!

## 925—Brake Bleeding Tool

Lightweight mechanic's tool which reportedly allows operator to bleed a hydraulic brake system without assistance, announced by Wesley Mfg. Co., 1305 Russell Ave. No., Minneapolis 11, Minn., hangs up anywhere within easy reach and does not require floor space.

In operation, mechanic fills master cylinder, turns in universal adapter



(fits all but Chrysler, for which another adapter is provided), connects "Speedbleeder" loaded with 8 ozs. of fluid—more than sufficient for any model car, it was claimed—and then bleeds through each wheel bleeder screw. Tool requires no wrenches for attachment and entire job is completed in a few minutes, the manufacturer said. Unit operates on positive spring pressure rather than compressed air.

Want more info? Use coupon on page 113 and you will get it!

## 926—Radiator Chemical

"Whiz All-5" radiator "remedy," announced by R. M. Hollingshead Corp., 840 Cooper St., Camden 2, N. J., is said to keep cooling systems in perfect condition all year 'round.

Added to cooling system, product reportedly mixes with any anti-freeze, contains no soluble oil, and seals leaks, lubricates water pumps, prevents rust, stops seepage and seals cracked blocks.

Want more info? Use coupon on page 113 and you will get it!

## 927—Muffler Catalog

Supplementing its current catalog for "Sportsman" glassfiber-packed mufflers and duals, a 68-page publication covering its "Thermo-Flo" line, announced by Arnold Haviland Co., 1008 South Jackson St., Defiance, O., contains construction and design features.

Want more info? Use coupon on page 113 and you will get it!



## TIME SAVERS

### Devising Cheap Gauge To Set Float Level

**O**N MANY modern cars it is impossible to find the proper gauge with which to set float level. To do this inexpensively and at

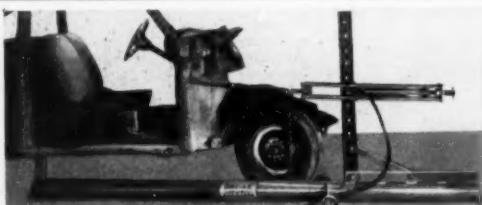
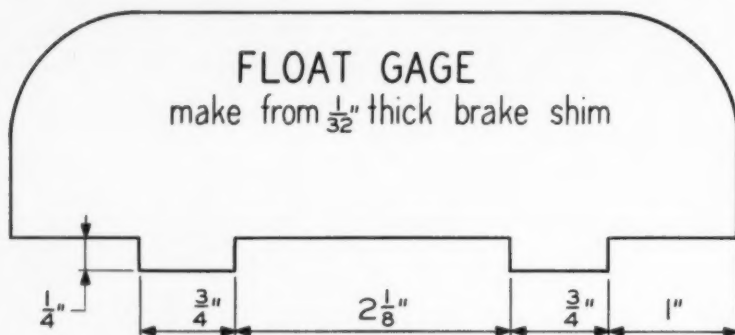
the same time obtain proper setting, I made a gauge from a piece of brake shim  $1/32$ " thick by looking up setting in specification manual and laying out the pattern with a straight edge and ruler. Illustration is a sample made to

set the dual floats on the late six-cylinder Rambler.—*Carl B. Odam, 3809 Flint Avenue, Lubbock, Texas.*

### Speeding Up Adjustment On Chevy Truck Valves

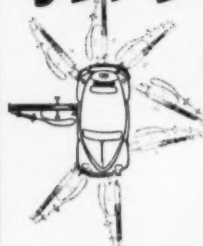
**T**O SPEED up valve adjustment on Chevrolet trucks with positive crankcase ventilation system, I cut the pipe from breather to intake manifold and slip a piece of vacuum hose across valve cover, using hose clamps on each end of hose.

By removing one end of hose, valve cover may be removed. Slip hose back on tube and adjust tappets. This eliminates threads on each end of pipe.—*Leland "Pete" Lawson, Eudora, Kansas.*



ANOTHER *Bestline* MONEY MAKER

## JIFFY-PULL



A ONE MAN  
"READY-TO-GO"  
HEAVY-DUTY  
JACK



WRITE FOR INFORMATION



AUTOMOTIVE ALIGNMENT

BEE LINE COMPANY  
DAVENPORT, IOWA



JUST THE TOOL YOU NEED  
TO PULL DAMAGED BODIES  
AND LIGHT FRAME JOBS...



## The New K. O. Lee Valve Guide Reaming Sets

Designed to service late model engines which have valve guides cast as part of the cylinder head. In this new type head, it is the valve which has to be replaced. This is accomplished by reaming out the valve guide for oversize stem valves. Most of the engine and valve manufacturers now offer at least three sizes of oversize valves.

The Lee Reamer Guide provides a true alignment with original guide bore using Lee Self-expanding pilots. The reamer is held rigid with reaming bushing during reaming operation. Simple to operate and extremely accurate.

Special sets available to service Ford, Mercury, Lincoln, Chevrolet, Plymouth, Dodge, DeSoto, Chrysler.

R55 Reseater Power Drive adapts to these valve guide reaming sets.

Clip ad to your letterhead and send for Literature.

K. O. Lee Company, Aberdeen, S. D.

## GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga. Rejections cannot be returned.

### Extracting Broken Studs Below the Surface

**H**ERE is our method of removing studs that are broken off flush or a little below the surrounding surface:

Drop a flat washer over the stud and tackweld it through the inside hole to the stud. Weld a nut on top of the washer and use a wrench for removal. The expansion and contraction that occur during the welding helps, too, when extracting studs that are rusted in place. — E. Mayover, 1601 - 14th Street W. (U. S. 41), Bradenton, Florida.

### Eliminating Noises In Some Brakes

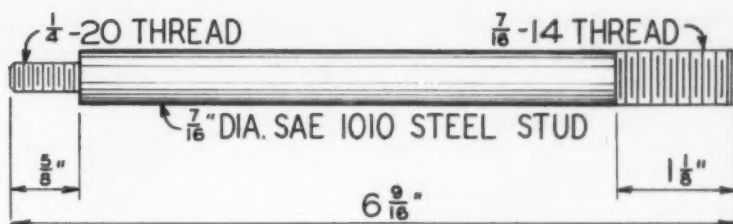
**A** NOTICEABLE slapping noise can be heard when brakes are applied on some cars, and we found this is caused by an irregularly cut brake drum.

The defect pulls the left-hand brake shoes away from brake plate far enough to permit snapping back, resulting in the slapping noise. We correct this by taking a light cut—about .010"—out of the brake drum.—James D. Martin, Service Manager, c/o Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.

### Fabricating Carburetor Air Cleaner Stud

**O**N THE 302- and 332-cubic-inch truck engines with dry-type air cleaners, failure of the carburetor air cleaner retaining stud is quite common, and we correct this problem by fabricating and installing a new stud. (See illustration.)

Discarding the existing washer



grommet in the air cleaner cover assembly, we replace it with a fabricated rubber washer, tightening the new stud until the shoulder seats against the carburetor stud boss. After the air cleaner has been

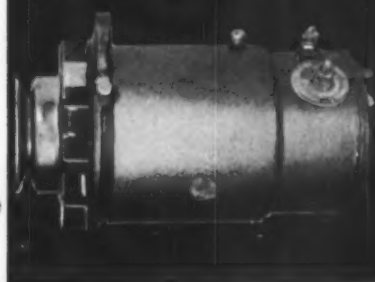
positioned on the carburetor, we secure the air cleaner with a flat washer and a wing nut.—James D. Martin, Service Manager, Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.

Your only  
"Comebacks"

are  
Satisfied Customers  
with

**KIMCO...**

## GENERATORS



## ARMATURES



Satisfied customers mean repeat business . . . more sales . . . more profits for you. That's the big reason for using precision-rebuilt **KIMCO** Generators, Starters and Armatures. You can count on them for top quality, top performance—every time! Go **KIMCO**! Write today for catalog and price list on **KIMCO** Generators, Starters and Armatures . . . and the complete **KIMCO** line of rebuilt auto products.

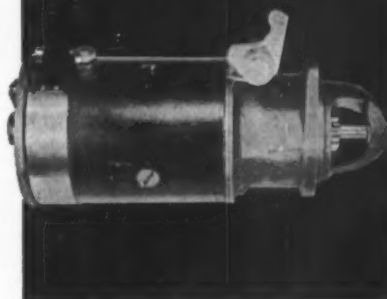
**KIMCO**

**AUTO PRODUCTS, INC.**  
1520 Texas St. • Memphis, Tenn.

### GENERATORS

STARTER MOTORS	CLUTCH PLATES
ARMATURES	BONDED BRAKE SHOES
STARTER DRIVES	MASTER CYLINDERS
SHOCK ABSORBERS	WATER PUMPS
VOLTAGE REGULATORS	FUEL PUMPS
DISTRIBUTORS	CARBURETORS
CLUTCH PRESSURE ASSEMBLIES	

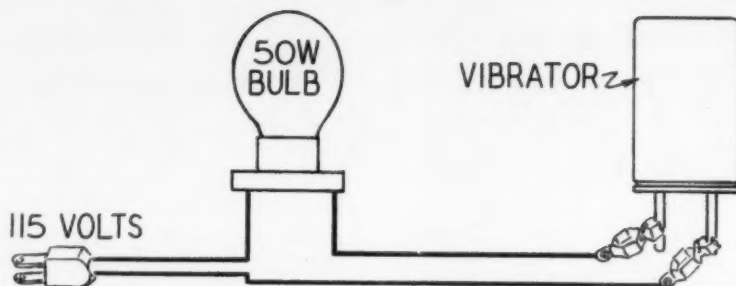
## STARTERS



## Repairing Vibrators In Car Radios

**F**AILURE of an automobile radio can often be traced to vibrators "stuck" through oxidation of the vibrator contacts.

To save the cost of a new vibrator, a fast and longtime repair can be made by starting the sticking reed in the vibrator by pulling it out of the radio. Hook it up in series with an ordinary 50-watt bulb on a 115-volt a.c. outlet. Five minutes of this treatment will



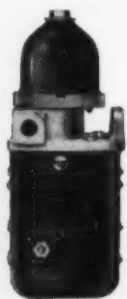
clear up the trouble, without need for taking the vibrator apart. —

Stan Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.

# ANNOUNCING — NEW 1000

## AUTOPULSE

IT'S A GRAND  
ELECTRIC FUEL PUMP



8 major improvements offered by the advanced, new Autopulse "1000" model include: Much longer life. Much greater capacity (up to 42 gph free flow). Noise suppression. New energizer creates smoother flow. New cyclac cover is color-coded for voltage identification. Available for 6 or 12 volts (automotive) and any voltage on special order. New Autopulse "1000" with universal mounting bracket fits any car or truck, any commercial, industrial, and marine engine.



Electric  
**AUTOPULSE**  
Division  
WALBRO CORPORATION  
Cass City, Michigan

## Freeing Oiling System To Chevy Rocker Arms

**I**F THE oiling system to the rocker arms on a 6-cylinder Chevrolet becomes clogged to such an extent that air pressure cannot free it, we have found a method that saves a great deal of time:

Remove the rocker assembly and, using a 1/8" pipe tap, thread the rocker arm feed hole in the head. Install an Alemite fitting, and then remove the fitting at the lower left and rear of the block where the oil pressure gauge connects. With a hand grease gun force grease through the system until it appears at the oil pressure gauge opening. Remove the Alemite fitting, blow the grease out with air pressure and reassemble the engine.—Archie Miller, Cargile Motor Company (Chevrolet-Oldsmobile-Cadillac), Fourth and Wood, Texarkana, Arkansas.

## Adjusting Rear Band On Ford Automatics

**W**HEN adjusting the rear band on the 1959 Fordomatic transmission, the torque wrench used for that purpose will not work for more than three or four adjustments.

A tool to take the place of the torque wrench can be made with a 5/16" 8-point socket in a 3/4" drive, plus an adapter to convert the 3/4" drive to 1/2" drive. With this, any dial-type torque wrench set to Ford specifications can be used.—Charles M. Baker, 125 S. Spalding Avenue, Lebanon, Kentucky.

## Servicing Transmissions On Chrysler Cars

**I** HAVE found after working on semi-automatic transmissions—such as Chrysler's—for many years, that when installing the



Lines inside the tank are very small and a blockage can take place easily, causing the transmission to overheat and seal to harden. Failure to clean the cooling system will cost customers. I lost a few.—*Robert Ball, 2007 Pine Street, Kenova, West Virginia.*

**T**URN signal and horn circuit failures on 1959 Fords are often caused by the dash panel flexing during heavy brake application. We quickly remedy this trouble in this way:

- ### S-P Cautions Regarding Possible Oil Leaks

Oil leakage between the oil filter cartridge and the base of the oil filter can occur if the filter cartridge has been improperly installed.

1.—Use only Studebaker-Packard-approved cartridges.

- 2.—Examine filter base plate for cracks or damaged threads. Replace base plate assembly if the plate is cracked or if the threads are not in good condition.
- 3.—Lubricate cartridge-to-base plate rubber gasket with engine oil or Lubriplate.
- 4.—Install cartridge and the lubricated gasket, threading the cartridge down on to the gasket surface and *tighten the cartridge* securely. Tightening the cartridge by hand at least  $\frac{1}{2}$  turn after the rubber gasket seats on the base

## NTDRA Urges FTC To Hit "First Line"

ciation at the group's annual conference.

Reasons set forth in the resolution were that the term "first line" does not necessarily signify a uniform quality or construction of tire and is therefore confusing, that original equipment used on some new automobiles are of insufficient capacity for the loaded weight of the automobile and that the practice decreases mileage expectancy and safety on high-speed modern highways.

NTDRA has wide membership.

A PRODUCT OF RADIATOR SPECIALTY COMPANY, CHARLOTTE, N. C.

Nationally advertised in Popular Science, Outdoor Life, Progressive Farmer and other farm publications, and local newspaper ads from coast to coast.



## SOUTHERN JOBBERS and FACTORY MEN

# Can Wives Help at Inventory Time?

**H**ow rough do things get when you're taking annual inventory?

It's often a time for feeling a bit weary and haggard before the job's concluded.

One North Carolina jobber reported last month that he had found it best to employ wives of employees to assist. His fiscal year ends Oct. 31 and usually this detailed chore is handled on the last Sunday in October.

The wives usually take the notes while their husbands are handling the inventory. Their writing generally is more legible than their husbands, and especially better than many salesmen's scrawl, it was pointed out. Overtime for regular employees is minimized this way, too, he said.

The wife-and-husband team usually gets along well and the job is made more pleasant for all,

especially since the management for this firm arranges for a fine dinner—perhaps turkey and all the trimmings—as a break in the job at some restaurant around the corner.

Another Southeastern jobber has found his best answer by calling on help from a local business college. The help so obtained has been found to be efficient and reasonably priced, he said.

On the other hand, one South Carolina jobber of two generations' experience held out that there just wasn't much of an easy, pleasant way of doing this, unless management was able to finance the punch-card system employed by some wholesalers and through which the services of a business machine house are used to run tabulations.

The Palmetto State wholesaler said he tried the wives and other

temporary female help a few times and found that their unfamiliarity with the names and other details slowed the inventory taking too much.

Of course, he qualified, if every wife had had a business education and knew her way around with office work, perhaps she would be better situated for taking inventory.

### Harlingen Company Names Two Branch Managers

**B**URTON Auto Supply, Inc., has named H. R. Phillips branch manager of its Harlingen, Texas, store and J. W. Miller as manager of its McAllen and Pharr stores. General Manager Reeves Russell announced.

Phillips, who has had 13 years' experience in the parts business, succeeds T. E. Walker, who resigned. Connected with the Raymondville store for 13 years, the last four as manager, Miller succeeds Glen Willis.

### El Paso Company Expands

Car Parts Depot, El Paso, Texas, has opened an additional branch store, making three outlets in that city. General Sales Manager Jim Odell announced. Sam Hensley is manager of the new operation, while Arnold Johnson has been named manager of the No. 1 store.

Katz Brothers' new parts warehouse, situated at 581 Vandalia Road in Memphis, Tenn., is completely air conditioned and contains 14,000 square feet of space.

Traveling five outside salesmen, the firm is expected by owners Harold and Kolman Katz to double its sales volume in this new, more convenient setting.





Attending the first meeting of the program committee for the Automotive Service Industry Association convention, to be held in February in New York, were this group which assembled at Chicago's Hotel Sherman (l. to r.): seated, Charles Roazen, Hunt-Marquardt, Inc., Boston, Mass.; J. E. Bickel, Monroe Auto Equipment Co., Monroe, Mich.; J. P. Farber, Chapin-Owen Co., Rochester, N. Y.; J. L. Wiggins, executive secretary, ASIA Wholesalers Division; W. J. Barron, Sr. (chairman), Barron Motor Supply, Cedar Rapids, Iowa; Elmer Oleson, Jr., ASIA staff; B. W. Ruark, executive secretary, ASIA Manufacturers Division; Charles E. Kennard, Coiner Parts Co., Staunton, Va.; H. M. Silveris, Ramsey Corp., St. Louis, Mo., and John Creamer, Jr., Wheels, Inc., New York, N. Y.; standing, Carl B. Dietrich, ASIA staff; John Reynolds, Straus-Frank Co., San Antonio, Texas; Russell J. Raciti and Robert L. Schutte, ASIA staff; J. A. Bryant, Motor & Electric Supply Co., Inc., Bowling Green, Ky.; Victor L. Toft, Sidles Co., Omaha, Neb., and Gene P. Robers, Carter Carburetor Division, ACF Industries, St. Louis, Mo. Committeemen Hugh Hart, Bee, Incorporated, Allentown, Pa., and A. P. Walter, A. P. Walter Co., Chicago, Ill., were not present at the time the picture was taken.

## On Distribution, Tarheel Inquires: "Too Many Chiefs, Too Few Indians"?

A NORTH Carolina wholesaler authorized quotation from his following letter to the editor of SAJ regarding a feature (page 76) in the September issue, but requested anonymity "since some of my remarks are hitting too close to home with the manufacturers:"

"A most interesting article, 'Too Much Distribution—Not Enough Customers.' Could this not be rephrased 'Too Many Chiefs and Not Enough Indians'?"

"After reading the article and studying the opinions and statements of leading jobbers, distributors, warehouses and 'whatzits,' I agree with their thinking. The manufacturers must do something now. What has happened to the good old days when a jobber was set up by a manufacturer and factory men assisted in the sales and promotion? All they want to do now is write an order and some are even prone to conduct a sales meeting (without a script).

"This leads to but one thing—controlled distribution. Is it not easier for a manufacturer to sell

one or two jobbers in a town than the new customary six or eight?"

Appointment of Jack L. Roberts as general sales manager of Wells Mfg. Corp. has been announced by President Howard Sadoff. A member of the Society of Automotive Engineers and an officer in the recently-formed Automotive Sales Council, Roberts for the past three years was sales manager of Airtex Products, Inc. Prior to that he was replacement sales manager for Wausau Motor Parts Co.



Certainly! It lessens his credit problems, lessens his delivery and freight costs, lessens number of mailings and many other lessens.

"On the lines we distribute our distribution is controlled. People tell me we will go broke this way. I say not. We establish a jobber, give him the help, encouragement and enthusiasm, materials, etc., he needs to sustain himself and let him go to town. We don't crowd him by putting a jobber on every corner.

"This is not a get-rich-quick scheme. It does build sound jobber-distributor relations. It takes a little longer, but the account is solid. A jobber is less apt to lose interest in a line than if every Tom, Dick and Harry has it. Right?"

"If the distribution 'sponge' is becoming saturated, it's because the factories have made no apparent effort to keep it under control. You have probably received many letters since this article appeared, but maybe my 'two cents' along with the others will add up to the sum of action by the manufacturers."

## Coakley Thompson, 51, Dies at Savannah

WILLIAM Coakley "Red" Thompson, 51, one of the best-known wholesalers in the Southeast, died last month after a long and declining illness.

He was president of The Motor Supply Co., Savannah, Ga., from the time of his father's death in 1939 until he and a brother, Marion, sold the business in 1954. His interests in the after-market were wide and he gave considerable time to civic affairs in his home city. His business connections extended into South Carolina and Florida.

## Hastings Promotes Cook

Marshall H. "Marsh" Cook has been appointed advertising and sales promotion manager of Hastings Mfg. Co., Hastings, Mich., succeeding Don H. Collins, who resigned. Cook has been with the company for the past 13 years in the advertising and sales promotion department.

## Auto Lamp Advances Fleischman

Appointment of Martin Fleischman as national sales manager has been announced by Auto Lamp Mfg. Co. of Chicago.

# Toft Hits "Selfish" Industry

**"If this industry isn't drunk in its approach to redistribution," says ASIA's first president, "then my judgment isn't what it used to be." Industry is shot through with "selfishness and crookedness" among factories and jobbers, increasing costs rather than trying to cut them, he tells Texans. "A violent change" is predicted by this Omaha wholesaler at convention held at Dallas.**

**I**N WHAT was doubtless the most blistering indictment ever delivered from within its ranks against the automotive aftermarket, Victor L. Toft laid the blame for the industry's festering problems on those participating—from top to bottom—in an address before the 26th annual convention of the Automotive Wholesalers of Texas in Dallas Oct. 21 through 24.



**ASIA President Toft**

Toft is president of ASIA and vice president of The Sidles Co., Omaha, Neb.

"If this industry isn't drunk in its approach to redistribution," he said, "then my judgment isn't what it used to be."

He added that the industry is shot through with "selfishness and crookedness" among both manufacturers and wholesalers and predicted "a violent change" ahead. Recalling his experiences as both student and teacher of economics, he said a basic law of economics requires all industries to strive constantly for merchandise delivered at lower costs.

"This is the only industry that hasn't tried to produce and deliver goods at less cost," he con-

**By BARON CREAGER**  
Southwestern Editor

tinued. "Our industry has been increasing costs.

"Unless we can see trouble ahead we may become the modern counterpart of King Louis XIV of France (who died on the guillotine and, in doing so, stuck out his neck). Previous problems of this industry are pale by comparison with present problems."

He read, without comment, the recently-circulated Autolite-Holley-Carter sales policy announcement.

Three wholesalers constituted a panel for discussion of the "Returned Goods" problem.

T. C. Watkins, past president of AWOT and owner of Watkins Supply Co., Midland, said some

manufacturers "think they are doing you a favor" to take back merchandise and "take their own good time about processing a credit."

Frank Morris, general manager, Motor Parts Depot, Dallas, laid some blame on distributors and wholesalers, charging many would use an obsolescence policy "as an umbrella to protect them from all of their own mistakes."

John M. Yantis, president, Motive Parts Warehouse, Fort Smith, Ark., opined that wholesalers should "go through your claim file once a month" for "profit is dependent upon your management of your inventory."

Only other speaker from within the industry was Walter A. Behrens, office and credit manager, S. X. Callahan, San Antonio, who discussed collections, saying, "it is a must that sales and credit de-

W. E. "Bill" Woods (left) of Standard Parts, Houston, is the new president of AWOT. Other officers are (l. to r.): Yancy Robertson of Robertson and King, Dallas, first vice president; G. C. Morris of Austin, executive director; Fred Pinkston of Ferguson Auto Supply, Lubbock, retiring president; Wayne Bull of Wayne Bull Auto Supply, San Antonio, second vice president; Poncho Oatman of Walter Tips Co., Austin, treasurer, and Mrs. H. G. Baker of Baker Auto Supply, Hillsboro, secretary of AWOT, which now has 588 members.







Officers and directors of AWOT take time out for the photographer.

partments work closely together as a team, with full cooperation, to make a successful operation."

Other featured speakers were Lloyd L. Lott, Bruce Dodson and Co.; Dr. B. G. Gross, Chicago; W. W. Callan, Waco, and William J. Smyth, Chilton Co. U. S. Rep. Wright Patman of Texarkana and Dr. Marvin Vance, Austin pastor, were speakers for the two luncheon meetings.

By resolution AWOT asked ASIA to develop safe, minimum standards for brake lining and declared its support for President Eisenhower in his efforts to control federal spending.

This was probably the biggest convention in AWOT history and the most progressive year. Registrations were announced as 610, compared with 457 for 1958, and membership has swelled to 588, including a net gain of 26 members for 1959.

In its closing moments the convention, by overwhelming vote of those present, gave the association's directors a mandate to arrange a convention in the form of a Caribbean cruise in the spring of 1961. The board was to make a final decision and announcement of plans later.

This year's booth conference was also the biggest in history, with 101 manufacturers and/or representatives occupying that many booths.

AWOT's 1960 convention is scheduled for Oct. 19-22 in Houston, with the Rice hotel as headquarters.

Newly-elected directors are: Paul Howard, Henderson; Tom Taylor, Houston; Aubrey Byrd, Tyler; J. M. Appleman, Fort Worth; Wesley Knize, Ennis; J. H. Taylor, Waco; Eugene Sams, Austin; J. N. Walton, Brady; Tom Merrill, Galveston; Jack Kenedy, Victoria; A. H. Brinkman, Denton; Marvin Edgmon, Wichita Falls; A. D. Myers, Colorado City; Francis Bowen, San Antonio; W. H. Grindle, Brownsville; H. R. Suit, Hereford.

### Palmetto Convention May Draw 200

ATTENDANCE at the first annual convention of the South Carolina Automotive Wholesalers Association, which will feature an imposing list of well-known aftermarket figures, especially Southerners, may reach 200 this month at Columbia.

President Cecil Morris, who is president of Battery & Electric Co., Greenville, and has long dreamed of having such an association, said that advance registrations were running well against expectations.

The convention—open to all wholesalers and aftermarket factory men and representatives—will kick off with the first business session at 1 p.m. Wednesday, Nov. 18, in the Wade Hampton Hotel.

Ed F. Workman of Greenwood will respond to the welcome by Columbia's Mayor Lester L. Bates. Guy M. Tarrant of Columbia, first

vice president, will introduce the guests, followed by remarks by H. F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America.

Various committee reports will be heard, followed by an address by Charles H. "Chuck" Davis, executive editor of *Jobber Product News*. A hospitality and social hour from 6 to 7:15 p.m. will be sponsored by Carolinas Automotive Booster Club B-33.

The banquet speaker that night will be Dr. Carl S. Winters of Chicago, well-known lecturer sponsored by General Motors Corp.

Miles Powell, vice president in charge of sales, Spray Products Corp., Camden, N. J., will be the first speaker the next morning, followed by a panel discussion on jobber problems, warehousing and redistribution with these well known Southerners: Allen Lewis of Wilmington, president, and Jesse F. Jones, Jr., of Raleigh, executive secretary, of the North Carolina Automotive Wholesalers Association; George W. Kinnie of Knoxville, president of the Automotive Wholesalers Association of Tennessee; J. R. Stradley of Titusville, president, and H. V. Bodine of Orlando, executive secretary, of the Florida Automotive Wholesalers Association; Henry S. Clark of Atlanta, executive director of the Georgia Automotive Wholesalers Association.

Panel moderator will be William C. "Bill" Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*.



Officers elected to guide AWAL for the next year include (l. to r.): seated, Sid Farr of Alexandria, secretary; Harold Delhomme, Sr., of Lafayette, retiring president, and W. P. Barnes, Jr., of Baton Rouge, treasurer; standing, Jules Lamothe of Baton Rouge, executive secretary, and Robert Cook of New Orleans, vice president. The new president, John Preston of Tri-State Automotive Distributors, Shreveport, was unavailable for the photograph, taken at the convention.

## Louisiana Conventioneers Request Factories to Prepay Freight Cost

By **BARON CREAGER**  
Southwestern Editor

**W**ITHOUT mentioning names, the Automotive Wholesalers Association of Louisiana, in convention assembled in Baton Rouge last month, took recognition of the slightly scented political scene within the state and, by resolution, urged members to parade their families to the polls on Dec. 5 for the purpose of "electing a chief executive and other state elective officers who will put the progress of the state ahead of any selfish desires of pressure groups."

In other resolutions the association called upon "all manufacturers to adopt a policy of prepaying freight to wholesalers" and urged members to give due consideration to membership in ASIA.

Previously, AWAL directors had endorsed sentiments of a resolution adopted by the Automotive Wholesalers Association of Alabama, which stated members of the association "openly condemn" a leading manufacturer of anti-freeze for offering a bid to the state of Alabama 22½ cents per gallon less than the price to wholesalers. The charge was supported in an affidavit by John W. Rooney, executive secretary of AWAA.

Dates of the Louisiana convention were Oct. 16 and 17 with headquarters in the new Capitol House Hotel, which housed all

events. Early arrivals Friday, Oct. 16, had a chance to tour the huge Standard Oil refinery and Baton Rouge industrial district.

Friday afternoon was devoted to closed meetings. This included committees and the board of directors—which at that time elected officers—and a discussion of laws relating to "wagon peddlers" by the Louisiana chief of the field investigating section of the department of revenue.

In this session Louisiana wholesalers learned that their state collects an annual \$200 license fee from each "wagon peddler," that each parish (or county) can levy 50% of that amount, or \$100, and that each city or town may levy an additional 50%, or \$100. Therefore, for a "wagon peddler" to work one Louisiana town his total license costs could be \$400 and it is obvious that if the law were strictly enforced, the cost of "wagon peddling" would be prohibitive in Louisiana.

Saturday morning was devoted to the AWAL "table conference," in which 32 manufacturers or their representatives in the Southwest participated.

For the half-day business session, principal speakers and their subjects were Prof. Wesley A. Wixsell, department of speech,

Louisiana State University, "Listening—a Key to Communications;" John W. Rooney, executive secretary, AWAA, "New National Labor Legislation;" Jay Davis, secretary of ASIA and owner of Motor Parts Co., Corpus Christi, Texas, "ASIA—Its Program and Potentials;" Charles "Chuck" Davis, executive editor and vice president, *Jobber Product News*, "The Growing Need for State Automotive Associations."

At the annual banquet there were two addresses. A. L. Barnett of Dallas, Texas, manager, had the subject, "A Message from the Southwest Automotive Show," and "A Look at National Legislation" was the topic of Edwin E. Willis, third district Louisiana congressman.

### AP Names Sam Miles

Sam W. Miles has been named West Virginia territory manager for The AP Parts Corp., Toledo, O., with headquarters in St. Clairsville, O., Sales Manager H. C. "Skip" Stivers announced. Prior to joining AP, Miles was district manager of Weaver Mfg. Co.

### Herbrand Executive Honored

T. A. McMullen, vice president and general manager of Herbrand Division, The Bingham-Herbrand Corp., has been elected president of the Service Tools Institute, a national trade association with a membership comprised of manufacturers of mechanics' tools.

Edmond T. Duffy (shown here) has been named director of replacement sales of The Electric Autolite Co., Edwin R. Stroh, vice president and director of sales, announced. W. E. Blank, director of marketing, has been selected for special assignment on the staff and will continue as a vice president of the company.



## "Buzz" Windsor Succumbs; Well Known in South

**E**LMER W. "Buzz" Windsor, 63, one of the best known paint men in the automotive industry, died at Cleveland, Ohio, Oct. 24 after a brief illness.

Windsor, who attended many automotive meetings over the Southland over the last two



generations, at times participating in convention and jobber programs, was general manager of the automotive sales division of Sherwin-Williams Co. His last appearance was on a panel discussion of jobber problems last May at the annual convention of the Automotive Wholesalers Association of Tennessee at Lookout Mountain.

He was a director of National Standard Parts Association before its and MEWA's fusion this past February. He was a long-time member of the Automotive Engine Rebuilders Association and Motor and Equipment Manufacturers Association.

A native of Kenosha, Wis., and a graduate of the University of Wisconsin, he had directed S-W's automotive finishes division since 1948. He filled several sales management and marketing positions before being named manager of the division. Earlier he had several years of automotive marketing experience.

## Bendix Names Caletti

R. J. Caletti has been named advertising manager of Bendix Products Division, Bendix Aviation Corp., succeeding S. V. Harding, who retired, Frank E. Farrell, director of automotive sales, announced. Caletti joined Bendix in 1958, having formerly been sales promotion manager of the auto-

mobile parts, service and accessories division of Studebaker-Packard Corp.

## Warner Ups Sigrid Anderson

Sigrid A. Anderson has been elected treasurer of Warner-Patterson Co., manufacturer of automotive radiator and cooling system products, President J. H. Cattell announced last month. Formerly credit manager and assistant secretary, she has been with the company for the last 37 years.

## Corpus Christi Store Moves

Motor Supply Co. of Corpus Christi, Texas, has moved from 100 South Broadway, where it had been situated since 1941, to a remodeled building at Chaparral and Twigg Sts. New quarters contain 12,000 square feet of space, an increase of approximately 50%, according to President Robert T. Gabbert, plus better facilities for storage and truck loading. The company also operates stores in Aransas Pass and Robstown.



**"Snaplock's  
swivel action helps us  
keep pace with our  
busy service schedule"**

—says John Dapper,  
service manager  
of Mullane Ford,\*  
Bergenfield, N. J.

SNAPLOCK HOSE CLAMP'S  
UNIQUE "SWIVEL ACTION"  
SCREW MAKES APPLICATION  
EASY, FAST AND POSITIVE!

CAN'T SHAKE LOOSE... THE  
GREATER THE PRESSURE, THE  
TIGHTER THE GRIP!

\* Winner 1959 Nat'l Ford Dealers  
Assn. Service-Parts Sales Award

"We're always busy at MULLANE FORD and top quality parts that install easily and fast protect our profitable service business. When we're loaded with seasonal radiator and heater hose jobs we like to make installations with Snaplock clamps. . . . They're a cinch to put on -- save us valuable time -- and guarantee a leakproof grip."



Ask your  
jobber now  
for Snaplock  
hose clamps.

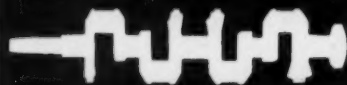


**The pacesetter in hose clamps since 1913**

BROOKLYN 7, NEW YORK



...for specialized  
crankshaft service...



## MR. JOBBER...

Ours is a COMPLETE CRANKSHAFT SERVICE - Reclaimed to Standard Journal diameter by our "ARCWELD" process, or reground - by experienced craftsmen with modern equipment and "know-how".

Quick Service, Fast Delivery & guaranteed, quality Workmanship are part of our services, along with Dynamic Balancing and "Magnaflux" inspection. Users of our Services tell our story best.

Also - INDUSTRIAL CAMSHAFT SERVICES - where expert craftsmen Chrome plate Main Bearing Journals; regrind and "Parkerize" the lobes. Reconditioning Connecting Rods (a specialty).

Call either of our 3 locations for Quick Service, Fast Delivery & Guaranteed, Quality Workmanship - or for further information and literature.

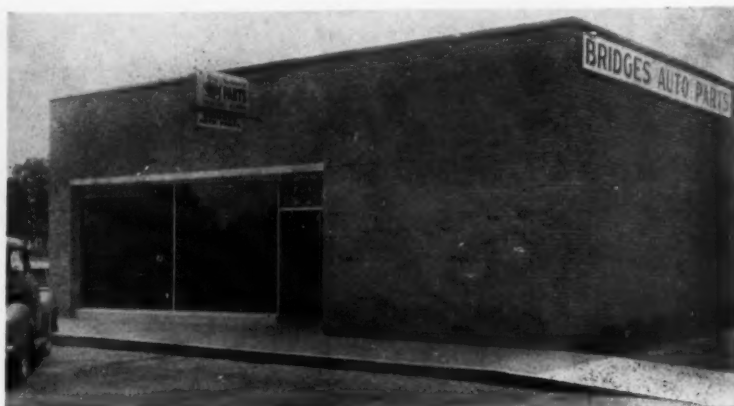
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Phone JA 3-2202

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BIRMINGHAM, ALA.  
Phone FA 4-7862

1078 W. Adams St.  
JACKSONVILLE, FLA.  
Phone ELGIN 6-1444



This handsome building is the new home of Bridges Auto Parts on West Main St. in Forest City, N. C. The 3,200-square-foot facility boasts a well-equipped machine shop and a parking area to accommodate more than 200 cars, according to owner-manager D. C. Turner.

## Beard & Stone Moves Houston Home

THE new home of Beard & Stone Electric Co., Inc., Houston, Texas, is situated at 5815 Gulf Freeway and contains 51,980 square feet of space.

Warehouse space alone in the new building, according to Vice President H. B. Desenberg, is more than double all the space on two floors occupied by the company at its former location on Polk Ave. Sales display is allotted 9,755 square feet of space, shop and service floor, 10,075; shipping and receiving dock, 1,575, and warehouse, 30,575. Parking facilities have been provided for around 100 cars.

## Brooks and Hurt Form Representatives Firm

WESTON C. "Buckshot" Brooks and Jessie H. Hurt have formed Jes & Wes Manufacturers' Representatives, with headquarters at 117 Maywood Ave. in Clearwater, Fla., to cover South Carolina, Georgia and Florida.

For the past three years Brooks had been covering Florida for Aaron & Bell Co., manufacturers' representatives of Atlanta, Ga. Hurt, formerly with Remaco, Inc., of New York, for the past year and a half had operated as a manufacturers' representative in Georgia, Florida and South Carolina.

## Oklahomans to Convene April 23

The annual convention of the Automotive Wholesalers of Okla-

homa will be held April 23 at the Skirvin Hotel in Oklahoma City, Executive Secretary Tom Payne announced. George Roysdon of Automotive Parts and Supply, Tulsa, is president and D. Wayne Sledge of Auto Parts and Equipment, Duncan, is vice president.

## Mechanics who know, highly recommend HYDRO-LOC Heavy-Duty BRAKE FLUID

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SPECIFICATIONS!

Functions properly at all times! . . . There just isn't better, safer brake fluid on the market! It will not slush or freeze solid in sub-zero weather and at all temperatures it affords perfect lubrication without leaving gummy deposits!

Available in 12 oz. cans, Pints, Quarts, Gallons, 5 Gallon can with flexible spout; and 54 Gallon Drums.



## IMMEDIATE DELIVERY

All orders shipped the same day received! Write today for prices and terms. All prices are quoted FULL FREIGHT ALLOWED.

**HYDRO-LOC  
MANUFACTURING CO., INC.**

307 Smith Street  
DURHAM, NORTH CAROLINA





Edward C. "Cliff" Carson, formerly sales representative for the Southeastern division of Price Battery Corp., with headquarters in Atlanta, Ga., has been advanced to sales manager of the division, covering Georgia, Tennessee, Alabama, Florida and parts of the Carolinas. A native of Greenwood, S. C., Carson joined Price in July 1955. William P. Armstrong of Charlotte, N. C., has been appointed sales representative of the division. Also headquartering in Atlanta, Armstrong will cover Virginia and parts of North and South Carolina.

## VCAWA Convention Attracts 70

APPROXIMATELY 70 men and ladies attended the fall convention of the Virginias-Carolinas Automotive Wholesalers Association at the Poinsett Hotel in Greenville, S. C., Oct. 14-15.

Principal speakers were Mason Phillips of Waynesboro (Va.) Auto Parts, Inc., a member of VCAWA, and Thomas R. Payne, vice president and trust officer of the American Commercial Bank, Charlotte, N. C. The banquet speaker was the well-known humorist, Edmund Harding of Washington, N. C.

Phillips discussed training new personnel, a subject related to the over-all convention theme of salesmen and selling. Payne spoke on "A New Look at Employee Benefits in 1959" and also addressed a special session of the ladies, who attended in greater number than usual.

J. B. Bagwell, Jr., of Bagwell-Elliott Co., Charleston, S. C., the president, presided over general sessions. As usual, the vice president, currently Mrs. Clara Kohn Hawkins of Charlotte, led the discussion of topics. Topics chairmen included Hunter M. Paris of Lynchburg, Va., Ned Holland of Greenville, S. C., Guy M. Tarrant

of Columbia, S. C., J. A. Brown of Greenville, S. C., Wallace D. DuPre and Oscar Newberry of Spartanburg, S. C.

James G. Johnson of Roanoke, Va., secretary-treasurer, communicated the association's best wishes to a veteran member, Edw. MacClements of Charlotte, who suffered a hip fracture. The latter was host nevertheless, in his absence, as customary at the reception.

B. W. "Whit" Ruark and Richard A. Melvin of ASIA were among those who spoke briefly. William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, introduced Phillips and led a question-and-answer period at the conclusion of the address. Jesse F. Jones, Jr., executive secretary of the North Carolina Automotive Wholesalers Association, was also present, being one of the honorary members.

## VCAWA to Meet March 23-24

The spring convention of the Virginias-Carolinas Automotive Wholesalers Association will be held March 23-24 at Sedgefield Inn in Greensboro, N.C. Dr. George Heaton of the Myers Park Baptist Church, Charlotte, N. C., will be among the speakers at the meeting, which is always restricted to members only. Officers are always elected at the spring session.

John J. Sheehy is now general manager of the J. B. Cook Auto Machine Co., Inc., Memphis and Nashville, Tenn., divisions, with headquarters in Memphis. Since 1954 Sheehy had been vice president and treasurer of Kentucky Ignition Co., Lexington and Louisville, Ky. Prior to that he operated his own business, Sheehy Supply Co., in Frankfort, Ky. He was a director in the Kentucky Automotive Wholesalers Association until his new duties.



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ROTO ASSEMBLIES • VALVE TAPPETS  
VALVE SPRING INSERTS

WAREHOUSED IN ALL PRINCIPAL CITIES

FOR NAME OF NEAREST  
DISTRIBUTOR WRITE TO:  
**RICH MANUFACTURING CORP.**  
BATTLE CREEK, MICH.

## Sales Volume Is Higher for 84%; Local Conditions Bring Downturn

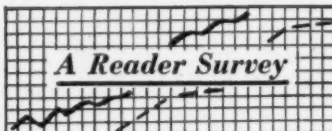
**S**ALES volume this year over last year is running higher for more than four out of five Southern and Southwestern wholesalers.

Replies to a questionnaire mailed to 350 last month listed higher figures from 84%. Six per cent reported the same volume and ten per cent were on the down side.

Varying local conditions were blamed where declines were experienced.

A Florida East Coast firm found business declining five per cent from the level a year ago and a Greater Washington, D. C., operation was off 13% because of changing location last spring, changing "many lines to NAPA," a change in management and because "the Virginia inspection is changed this year." (NAPA overall has experienced a continuing rise in sales over the nation this year.)

A small-town Maryland firm found sales down six per cent, due



"apparently to salesmen changes."

A Virginia Shenandoah Valley company's business was up three per cent. "Sales of anti-freeze and chains will decide whether volume will increase or decrease by the end of the year," an official commented.

A South Carolinian said his sales were the same. He wanted to know: "How can a small business stay in business with big corporations, etc?"

Some jobbers, including scattered reports from Texas and other Southwestern areas, reported sales rises as much as 30% over the same period of last year.

### MEMA Selects Six Directors

**S**ix directors named by Motor and Equipment Manufacturers Association, four for the 1960-62 term and two for the 1960 term, are:

R. D. Adams of Clayton Mfg. Co., El Monte, Calif.; C. A. Benoit of Permatex Co., Inc., Huntington Station, N. Y.; G. H. Goehrig of Blackhawk Mfg. Co., Milwaukee, Wis., and R. D. Williams of E. Edelmann & Co., Chicago, Ill., elected for the 1960-62 term. Named for 1960 were W. A. Raftery of Signal-Stat Corp., Brooklyn, N. Y., and P. R. Smith of Commercial Solvents Corp., New York.

### McClintock Employs McMahon

McClintock Sales Co., Inc., of Dallas, Texas, manufacturers' representative in Texas, Oklahoma, Arkansas and Louisiana, has added L. R. McMahon to its sales staff, which now numbers seven, according to S. M. McClintock. McMahon was formerly with a factory.

### Tennessean Wins Puritan Prize

A 1959 Fisher Futura stereophonic radio-phonograph, first prize in the Puritan Phantom Dealer contest for automotive job-



South Carolina Automotive Wholesalers Association has employed Traugott Kern (above) as executive secretary, according to President Cecil Morris of Greenville. Kern, who heads his own management consulting firm, Traugott Kern and Associates, in Columbia, S. C., will, with his associates, devote approximately 50% of his time to the association, visiting and working with jobbers in the state and carrying on the work of the association, Morris said. The new executive secretary is known as an organizer of a number of programs, a former director of several committees and clubs, and a one-time newspaper reporter and lecturer.

ber salesmen, was won by D. L. Fowler of J. M. Collins Auto Parts, Dyersburg, Tenn. Second-place winner was A. L. Cagle of Cagle Auto Parts, Mobile, Ala., who received a Fisher Contemporary stereophonic radio-phonograph.



H-200

NOW jobbers can stock all popular sizes and colors with minimum inventory.

This 16" x 32" metal rack holds 35 HANDY SPOOLS. 35 different sizes and colors available.

### A NEW IDEA IN WIRE PACKAGING!

A HANDY SPOOL IS

18 ga. ....	100 Ft. per Spool	EVERY
16 ga. ....	75 Ft. per Spool	SPOOL
14 ga. ....	50 Ft. per Spool	SELLS
12 ga. ....	35 Ft. per Spool	FOR THE
10 ga. ....	20 Ft. per Spool	SAME
7MM Ignition Wire ....	20 Ft. per Spool	PRICE

Sold Through  
Automotive  
Jobbers and  
Warehouse  
Distributors

MORE DETAILS? WRITE  
Del City WIRE COMPANY, INC.  
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THE **Advance** LINE

### QUALITY PRODUCTS

For the wash rack trade

Sold throughout the U.S. by major jobbers since 1933.

The line that is fully guaranteed.

**ADVANCE CENTURY MFG.  
CO.**

Greenville, S. C.



Top photos show a portion of the hundreds who attended the annual banquet of APRA and the head tables. Above H. B. Hastings (left) of The Hastings Co., King, N. C., retiring president, congratulates his successor, R. R. Neil, Jr., of Neil Parts Rebuilders, Inc., Nashville, Tenn., and one-time re-builder at Columbia, S. C., who was advanced from first vice president.

## APRA Convention Draws Far Bigger Crowd

A RECORD attendance of approximately 1,100—compared with the previous top of 700 at Chicago last year—was chalked up Oct. 28-30 at the 12th annual convention and trade show of the Automotive Parts Rebuilders Association at New Orleans' Roosevelt Hotel.

A Tennessean, R. R. Neil, Jr., of Nashville, moved up to the presidency to succeed a Tarheel, H. B. Hastings of King, and an Oklahoman, J. W. Boulton, Jr., of Unit Parts Co., Oklahoma City, was elevated to the first vice presidency.

Other new officers include Stanley Peterson of Minneapolis, Minn., second vice president; Charles R. Hicks of Kokomo, Ind., third vice president; Don Westling of Minneapolis, secretary, and R. E. Lee of Central States Sales, Inc., Hutchinson, Kan., treasurer.

Executive Director Nathan M. Roberts reported that membership

had swollen in the last year from 279 to 517. Before starting APRA to its record growth two years ago, he was executive secretary of the Automotive Wholesalers Association of Alabama. Membership has multiplied two and a half times during his administration.

The directors voted at New Orleans to hold the '61 convention at Las Vegas and authorized steps toward absorbing the West Coast Engine Rebuilders Association into APRA, with a full-time West Coast assistant manager. The '62 convention will be held in Washington, D. C.

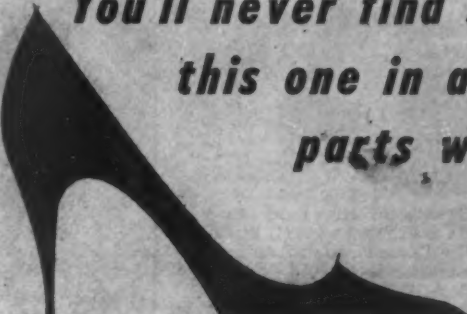
Convention speakers included

Thomas S. Perry of Atlanta, president of The Automotive Warehouse Distributors Association; Richard A. Mehler of Washington, D. C., APRA legal counsel; H. F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America; Henry J. Engler and G. Ralph Smith of Loyola University, New Orleans.

## Echlin May Absorb United

Stockholders will vote Nov. 18 on a proposal to merge United Parts Mfg. Co. and its subsidiary, Brake Parts Co., into The Echlin Mfg. Co.

**You'll never find shoes like  
this one in automotive  
parts warehouses**



But chances are, wherever you go, you'll see increasingly popular IMCO brake shoes. There's a set of IMCO shoes to fit all domestic and foreign cars and trucks. To build your sales, all you have to do is stock and SELL the shoes that FIT.

Brake Shoes Water Pumps Universal Joints



**IMCO MANUFACTURING  
AND SALES CORP.**  
Baltimore 2, Md.

## complete brake job in a box!

Everything at the finger tips: Emory cloth, cotton pins and lubricant. All in a polyethylene bag. Retail value, 25c, but yours at no extra cost.





## AWDA Head Addresses Miamians by Phone

A FIRST reportedly was inaugurated recently by Tom Perry of Atlanta, Ga., president of The Automotive Warehouse Distributors Association, when he addressed 650 jobbers, their wives and factory personnel via long-distance telephone from Atlanta to Miami, Fla.

Perry's address highlighted an "Open House Party" celebrating new quarters of the Alter Sales Co. in Miami, and was brought to Miami through a special telephone hookup arranged in advance through the phone company.

## UMS Promotes Two

S. W. Archer has been promoted from assistant general sales manager—marketing of United Motors Service Division of General Motors to operations director, succeeding Edward L. Lape, who earlier had been named assistant director of the service section of General Motors in charge of parts distribution. Succeeding Archer is G. Scott Foster, former director of marketing for UMS.



James A. Seaman has been named Southeastern sales manager of Van Norman Machine Co., a division of Van Norman Industries, Inc. Headquartering in Atlanta, Ga., Seaman will supervise and assist sales and service personnel in Florida, Georgia, Alabama, North and South Carolina, Mississippi, Arkansas, Tennessee and Virginia. He joined the firm in 1950 and for the past two years has been district sales manager for the Southern states.

## Richmond Firm Plans Branch

Plans for construction of a 9,000-square-foot branch store in an industrial part at old Mooers Field

in Richmond, Va., have been announced by Joseph L. Bickerstaff's Sons, Inc., Richmond's oldest parts jobber. The first branch in the 62-year history of the firm will be a "counter extension," according to President James H. Bickerstaff, Jr., who said the firm will remain in the five-floor structure it has occupied for 25 years at 1430 East Main St.

## Ammco Adds Davis for South

Addition of Richard H. Davis, Jr., as district representative covering South Carolina and the Southern half of North Carolina has been announced by Ammco Tools, Inc., North Chicago, Ill. Davis will be working with Southeastern Regional Manager Al Goodgame.

## Baton Rouge Firm Sells Unit

Barnes Motor Supply of Baton Rouge, La., has sold its branch store in Lafayette to L. A. LeBlanc, who had been with the company for 26 years, according to W. P. Barnes, Jr. The Lafayette firm is now operating as Lee Motor Supply.

# \$300<sup>00</sup>

## A WEEK SERVICING RADIATORS!



"Our INLAND Radiator Department brings us an average of \$300 A WEEK! (Over \$15,000 a year!) Wish we'd installed it years ago!" — Douthitt-Carroll-San Chez Company, Memphis, Tenn.

\$8,000 to \$15,000 A YEAR ADDITIONAL VOLUME IS COMMON! "\$400 in my first 10 days!" (Over \$12,000 a year!) — Bonifield Brothers, Metropolis, Ill. "Almost \$900 in 30 days!" — M. J. Wilson Auto Company, Shelbyville, Ill.

RADIATOR SERVICING BRINGS MORE PROFIT PER SQ. FOOT! 83% of all radiators over a year old are partly plugged. Inland equipment PROVES extent of plugging to customer. Inland offers complete package: Equipment, training, "Pays-for-Itself" purchase plan.

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Glenn O. Moore (left) is the outgoing president of Automotive Booster Club B-6, Atlanta. Incoming officers are (l. to r.): Obie Powell, president; Grant Roy, first vice president; George Gissing, second vice president; J. Fred Agel, secretary, and C. R. Magruder, treasurer. Directors include Tom Clark, Phil Scales, Walter Pohl, Bob Yarbrough, Charlie Bridwell and Toby Voyles. B-6's annual banquet and dance will be held in conjunction with the annual convention of the Georgia Automotive Wholesalers Association in Atlanta Nov. 23.

## Van Norman Appoints Slack for Texas

**A**PPPOINTMENT of Roy N. Slack of Houston as division manager of the Southern Texas territory of Van Norman Machine Co. has been announced by P. D. Moulton, vice president and sales manager.

Slack, who will be responsible for sales and service throughout Southern Texas and Louisiana, started work in the automotive industry in 1934. For the past several years he has been field service engineer with a manufacturer of automotive service equipment in

Texas, Louisiana and portions of New Mexico, Arkansas and Mississippi.

## Arvin Industries Names Three Zone Managers

**T**HREE zone managers named for the recently-formed automobile replacement parts division of Arvin Industries, Inc., Columbus, Ind., are:

Thomas McAlear, South-Central zone; Gilbert Budlove, Midwest zone, and Ben Lasky, Eastern zone. McAlear will headquarter in Jacksonville, Fla., Budlove in Chicago and Lasky in Wyckoff, N. J.

## Detroit Aluminum Founder Dies

Lloyd Garrison Hooker, 71, co-founder of Detroit Aluminum and Brass Corp. and president for 25 years, died last month in Phoenix, Ariz. Formerly secretary-treasurer of the General Aluminum and Brass Corp., Hooker left that company in 1925 to help found Detroit Aluminum and Brass, which he served as vice president and director until 1932 when he was elected president. He retired in 1957, but retained his directorship until his death.

## Bumpas Dies in Jackson, Miss.

James A. Bumpas, 67, purchasing agent for Brooks-Noble Auto Parts Co., Jackson, Miss., died recently following a heart attack. A native of Paris, Tenn., Bumpas had lived in Jackson since 1914.

Change **TUBELESS** Tires  
**FASTER and EASIER!**

## KEN quality • job-designed T-6 TIRE TOOLS

Passenger Cars • Light Trucks

Used and recommended by leading tire makers. New, improved design for both tubeless and tube-type tires. Won't damage tubeless sealing features. Length: 18".

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SAVE LABOR, TIME AND MONEY. INSIST ON KEN TOOLS. Finest Quality and Design. Largest Exclusive Mfrs. of Tire Changing Tools and Equipment.

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## USED TAXICABS

We know every fleet in New York City and we take pride in selecting only the best maintained cars! If you don't agree that these are the best used taxis at the best prices, your expenses are on us!

1958 Fords  
& Plyms.  
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**\$325 to  
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none higher!

In service 12-15 months. No body work necessary. Excellent mechanical condition. Clean inside and out.

Some 1959 Fords & Chevs.  
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## UNIVERSAL AUTO WHOLESALE

885 Communipaw Ave.,  
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HEnderson 5-3400 Larry Shandel  
On U. S. Route #1, 4 miles from  
Newark Airport and 2 miles from  
Exit 15, Jersey Turnpike.

# Credit? Here Are "Watch Outs"

IN THE past decades, many books have been written on selling and salesmanship, but what about the salesmanship that is being used when taking a credit application or extending credit to a new account?

Credit is fundamentally a sales procedure. If the credit department is sales-minded, it will take some calculated risks. Anyone can decline an account, but many a marginal account can be developed by credit-minded sales personnel. Statistics prove that "the way credit is extended makes a difference."

In many cases a representative of the sales department will take the credit application from a new customer in the territory. If our credit and sales personnel have been fully trained on the value of selling our credit policies and credit terms as enthusiastically as we sell our merchandise, we will have a much better chance of keeping our accounts current. If,

By **WALTER A. BEHRENS**  
Office and Credit Manager  
S. X. Callahan (wholesaler)  
San Antonio, Texas

**Excerpts from an address before the annual convention of the Automotive Wholesalers of Texas at Dallas last month.**

however, we apologize for the need of credit information, we have already started our collection problems.

Have you analyzed your sales recently to see what percentage of your total sales are made on credit terms? The figures may be surprising. It is, therefore, a "must" that the sales and credit department work closely together as a team, with full cooperation between each other, to make a successful operation. Also, it is highly important for the sales department to keep the accounts on a current

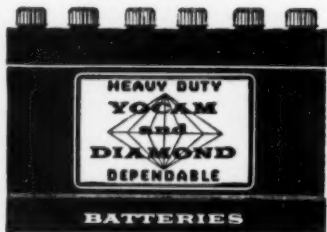
basis in order that we might continue selling our merchandise.

A delinquent or uncollectible account will eventually drop by the wayside so far as sales are concerned. If, however, our credit policy was properly sold to the account and that account has the respect of the sales and credit department, it will make the job of collecting much easier.

In the credit extension cycle of today, we need a greater understanding of the people that are responsible for our livelihood, the customer. We must know something of his character, his personality, his reasoning and his thinking. We must also have some knowledge of his business for credit analysis.

In most cases, by showing an interest we can lead the applicant into a discussion of his personal life, his family, his hobbies and his business. By continuing lead questions, he will tell us something about his business, his sales, his accounts, his inventory and also his collections. By now, from this discussion with our customer, we have some valuable credit information that should give us some idea how our prospect fares as to character, capacity and capital. Also the type of credit sales story needed to sell him on our credit policy.

Tell the customer about your credit policy, that it is a mutual responsibility and how it can help him, as well as the distributor or jobber. If the customer is sold on your merchandise, your services and your credit policy, you will



ASK YOUR DEALER OR JOBBER  
**WE OUTSELL . . . BECAUSE  
WE OUT SERVE**

**DIESEL  
MARINE  
INDUSTRIAL  
AIRCRAFT  
MOTORCYCLE  
COMMERCIAL  
AUTOMOTIVE**

**YOCAM BATTERIES, INC.**  
TAMPA - MIAMI - JACKSONVILLE  
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TIRE CHANGING**

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**AIR-ELECTRIC  
TIRE CHANGER**

**AIR POWER** Double Bead Breaker. Wide circle, "Rolling Action" breaker shoes powered by big air cylinder break the tightest beads, 12" to 17½". **ELECTRIC MOTOR** drives Mount-Demount device. Simple, fast, takes ALL the work out of changing the tightest tires.

**MANUAL and Semi-Power Models from \$109.50**  
Ask your Equipment Distributor for demonstration or write direct.

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ELECTRIC POWER MOUNT-DEMOUNT TOOL  
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AIR POWER DOUBLE BEAD BREAKER

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have less capital tied up in delinquent and past due accounts. Remember, "A sale is not complete until the money has been collected."

After we have extended credit privileges, what are the clues to watch for in credit control?

WATCH the account whose payments begin to come in later every month. This trend can be spotted by your bookkeeper, but is easily overlooked until the account shows up on your past-due list. The few accounts that are habitually late

in paying will usually follow a pattern by paying the same time each month. The account to watch is the one that pays on a different date each month. He is usually in financial trouble.

WATCH the account that is only partially paid in several consecutive months. This could be an indication that there is some difficulty in finances and the account should be closely watched.

WATCH the account that exceeds previously established purchases for no apparent reason; pyramiding will result unless the account is closely controlled.

WATCH the account that begins to request extensions of terms several times, even though his purchases are only normal as they have been in the past.

WATCH the account that is obviously overextended with other firms. Your salesman usually has some source of information that will be valuable.

WATCH the account that is suddenly buying beyond his normal requirement. It might indicate that he is in trouble credit-wise with other business firms.

#### Spreading Too Thin?

WATCH the account who enters other business ventures. It might drain operating capital or spread it too thin.

WATCH the account that continues to send in unsigned checks or checks mailed in error to another city, and then occasionally has one returned for non-sufficient funds.

WATCH the account that often returns merchandise for no good reason, other than overbuying. This account is a poor credit risk if they cannot control their purchases.

WATCH the account that is paying cash elsewhere and charging with you. Your competitors may know more about his condition than you do. Your salesman will have some good information on this type of an operator.

WATCH the account that is past due and difficult to contact. He may be in financial trouble. Such an account should be closely controlled.

FINALLY, WATCH the account whose attitude toward your firm and personnel has suddenly changed to indifference. It may well be a credit problem.

There are many other clues to watch for in controlling credit and

## NEW - IMPROVED Radiator Conditioner 6 in 1

MAGNA-KROM SIX in ONE did not happen. It was scientifically developed for all types of automotive cooling systems.

1. Stops Leaks in Radiator
2. Stops Leaks in Block and Cylinder Head
3. Stops all Hoses and Gasket Seepage
4. Stops Rust and Scale formation instantly
5. Lubricates Water Pump Internally
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Magna-Krom will mix with All Types of Antifreeze.

The Original SIX in ONE Contains 100% Zingiberaceous Fibers.

If you find anything better Money will be refunded

**GUARANTEED**

**MAGNA-KROM MFG. CO.**  
VANDERGRIFT, PENNA.



## CLUTCH CHATTERING?

### INSTALL A PORTER NON-CHATTER DIAPHRAGM

Over 100,000 sets sold! Complete diaphragm with Patent Control. Gives you a SOFTER pedal. Non-Chatter Clutch, smooth as silk—will not slip. Lasts twice as long. Works like a multiple disc clutch. One size fits, 1938 thru 1959, all gear shift Chevrolets, all GMC trucks using a diaphragm clutch. Trial Offer: One diaphragm, complete \$5.00 post paid, 10 complete diaphragms with installation kit, 10 per package \$35.00, P.P., cash, check or C.O.D. Special prices on large orders. Figure the Profit Possibilities! Satisfaction Guaranteed.

Wanted: Representation—throughout the U.S.

**PORTER'S AUTOMOTIVE PRODUCTS**

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4025 N. Figueroa St., Los Angeles 45, Calif.



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with the

**Būnalon® Diaphragm**

### \*Certified test results:

Continuous operation "1000 hours at 80mph without breakdown — equal to 4 times around the world"

Only Būnalon® — bonded DuPont nylon and būna rubber — will withstand this punishment. An exclusive feature of Kem Fuel Pumps.



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Another industry service from

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Fair Lawn, New Jersey, U.S.A.



your salesman on the alert can be a factor in keeping informed.

When a delinquent account becomes uncollectible, we are faced with the loss of the cost of our merchandise as well as the profit. The older an account becomes the less chances for full collection.

Survey statistics show that when any group of accounts become 60 days past due, ten per cent of them become uncollectible. When this same group of accounts become 120 days past due, the ratio increases to 25% which becomes uncollectible. This percentage then increases to 54% as the accounts become one year past due.

I saw an interesting survey on retail customers the other day, indicating that 53% of them would buy from competitors when their account became 60 days past due. True, this same ratio may not apply to our accounts but it does show us the importance of keeping our accounts current.

What do you do when faced with the problem of past due and uncollectible accounts that tie up operating capital?

Gentlemen, you have one of the most aggressive and efficient col-



George S. Lamson, with over 30 years' background in the brake lining industry—the last 25 with Thermoid Co.—has been named vice president and general manager of L. J. Miley Co., according to Mrs. Myrle H. Miley, president and board chairman. Lamson is president of the Friction Materials Standards Institute. President and General Manager E. G. Jacobs of Miley is retiring Nov. 30.

lection services in your very own association under the able management of Mr. G. C. Morris.

In the years that we have used the Automotive Wholesalers Col-

lection Service, we have turned over a total of 32 accounts to Mr. Morris for collection. Fifteen of these were collected without suit, totaling some \$4,925. This includes one account of \$3,000 collected just recently. Suit was filed on 11 accounts and \$1,757 collected, plus interest and court costs, out of a principal total of \$1,912. A judgment was taken on two accounts and four accounts are pending.

We are indeed proud of this fine collection service, in which 81 % of our accounts turned over to the Automotive Wholesalers of Texas have been collected.

### "Red" Wall Buys Raleigh Firm

D. "Red" Wall has purchased Jobber Supply Co. of Raleigh, N. C., and is operating the firm as Wall Auto Parts. He was formerly general manager of Southern Auto Parts in Raleigh.

### Virginian Gets Partner

B. J. Strader has succeeded the late M. E. Salyer as partner with R. W. Rose in General Supply Co., Big Stone Gap, Va.

## WHAT GREATER PROOF ?

**DYNAMOMETER TEST  
FINAL INSPECTION REPORT**

Engine Make — Model CP 28  
Job No. J15976D Assy. by 621

**COLD PRE-RUN TEST:**  
Compression 135 Max Variation 5  
Oil Pressure at 300 RPM 45

**RUN-IN UNDER POWER TEST:**  
Max. Temp. 160  
Max. Torque 170  
Valve adjustment Hot: Int. 1800 RPM  
Oil Pressure Hot: 300 RPM 25 Exh. 214  
Vacuum Reading at Idle 19 in. 1800 RPM 45  
Final Compression Check: Hot (see attached chart)

Checked for Oil Leak OK Water Leak OK  
I certify that the above test figures are correct.

**ROGERS**  
Remanufactured  
**ENGINES**  
Inspector

INSTALLER — PLEASE NOTE: To the best of our knowledge we are the only engine remanufacturers in the country who dynamometer test each and every engine during the actual performance figure to the buyer. These tests are very expensive and can only be installed by the elimination of trouble. Follow the installation check sheet and be certain of a satisfied customer.

Only Rogers gives this proof of performance! A dynamometer test report and compression graph telling you the engine you receive has met the highest standards of quality and performance. For details call your Rogers' distributor or write John Rogers Co., 1060 Huff Rd., N.W., Atlanta, Ga.

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This picture was taken during the meeting of the Piston and Pin Standardization Group at Hot Springs, Va., recently (l. to r.): seated, E. D. Bargren of Badger Mfg. Co., Harry R. Mize of Sterling Aluminum Products, Herman White of White Machine Works, Rick E. Murbarger of Sealed Power Corp., Charles B. Johnson (president) of Precision Parts Co., E. W. Ackerman of Thompson Products Replacement Division, H. T. Halfpenny and Richard F. Hahn, Chicago at-

torneys; standing, Harry Barnes of White Machine Works, O. H. Bowden and Clyde Clark of Thompson Products Replacement Division, R. W. Howard of White Machine Works, E. J. Marting of McQuay-Norris Mfg. Co., W. G. Young of Thompson Products Replacement Division, C. H. LeFevre of Sealed Power Corp., Scott M. Kennedy of Aluminum Industries, Inc., and J. C. Ertel, III, of Ertel Mfg. Co. Some of these men are directors of the group.

## Magnaflux Sells Out To General Mills

**B**USINESS and assets of Magnaflux Corp. of Chicago, Ill., pioneer in the development of techniques and equipment for detecting hidden flaws in industrial materials, has been acquired by General Mills, Inc., the latter com-

pany's president, C. H. Bell, announced.

Magnaflux will continue in business at its present location under the same name as a wholly-owned subsidiary. General Mills, the world's largest flour milling company, already has widely diversified operations situated in many countries.

## Buxbaum Names Chaney and Co.

Chaney and Co. has been named manufacturer representative of Buxbaum Products Co. of Canton, O., in the Carolinas and Virginia. William C. Chaney, Jr., will operate out of Richmond, Va., and his father, William C. Chaney, Sr., will headquarter at Charlotte.

**NOW! 3 TYPES!**

**INDIAN HEAD HYDRAULIC BRAKE FLUIDS**

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Three quality brake fluids at economy prices: Light Duty; Heavy Duty, which meets and exceeds S.A.E. Specification 70R1; Super Heavy Duty, which meets and exceeds S.A.E. Specifications 70R1 and 70R3. All are compatible with other brake fluids; non-corrosive, non-gumming.

SEE MORE PERMATEX PRODUCTS FEATURED ON PAGE ONE

**WASH AN ENTIRE ENGINE BLOCK OR 300 LBS. OF PARTS . . .**

**FAST!**

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**REDUCE OPERATING COSTS!**  
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AF-28

## Aluminum Plates Reduce Uncle's Tag Bill 30%

A SWITCH to aluminum tags has reduced the federal government's yearly bill for license plates approximately 30%, according to John P. Neely, manager of the machinery and equipment market for Reynolds Metals Co.

The saving is possible, Neely said, because aluminum plates initially cost four cents less than permanent tags of other metals, are easier to fabricate and less expensive to ship.

The government estimates it makes and ships approximately 50,000 sets of plates yearly, mostly for new vehicles. In addition, it has been replacing around 10,000 sets yearly.

Replacements reportedly will no longer be necessary, since aluminum tags are expected to last six years or 60,000 miles. Also, aluminum tags weigh a third as much as steel plates, reducing shipping costs 66%.

The first government plates are now being fabricated from aluminum which arrives at the plant in large sheets or coils with the background color already applied.

Numbers then are stamped on and roller-coated with a contrasting paint.

If dented, they can easily be straightened and they never rust, the Reynolds official pointed out. Further, he said, they can be sold for scrap aluminum at about eight cents per set when their service is finished.

## Lempco Promotes Two In Southern Sales

TWO promotions in the Southern sales region of Lempco Automotive, Inc., Cleveland, O., announced by Vice President S. E. Kinkor, are:

Pat G. Hagin of Garland, Texas, Southwest regional sales manager, and Roy P. Quiram of Fort Lauderdale, Fla., Southeast regional sales manager.

## Maremont Muffler Moves Taylor to Charlotte

JAMES S. Taylor has been appointed district sales manager for Maremont Muffler Division in the Charlotte, N. C., area, according to Charles A. Klaus, vice president in charge of sales.

Formerly district sales manager in Western Virginia, Kentucky and Southern Ohio from Charleston, W. Va., headquarters, Taylor is succeeded in that capacity by John W. Howell, Jr., who has been with the division's sales staff since the first of the year.

## Autolite Names Connolly

William F. Connolly has been named general sales manager for the replacement sales division of The Electric Autolite Co., Edmund T. Duffy, director of replacement sales, announced. With the company since 1948 and most recently Eastern regional sales manager, Connolly will direct all activities of Autolite's national sales force in the replacement market.

## Dole Valve Appoints Chace

Appointment of Thomas B. Chace to the newly-created position of executive vice president of The Dole Valve Co. has been announced by President John L. Dole. Chace joined the company in 1927 and has been vice president of research and development since 1941.

# National

## WHEEL COVERS

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The Complete Line from the NAMSCO World of Experience and Modern, Automatic Manufacturing Methods

Over 100 models in sizes for 13", 14", 15" and 16" wheels...triple chrome plated...interchangeable with original equipment...exclusive attachment springs.

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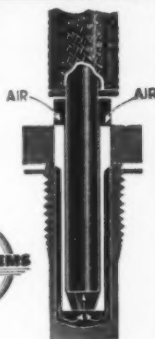
Solvent, lubricant, corrosion preventive in one. The crankcase and fuel line additive proved best by test. Excellent for use as break-in oil and extreme pressure lubricant.

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Eliminate costly replacement of burnt out heat tubes. Heat transfer opens choke exactly as original equipment. List \$3.50 each



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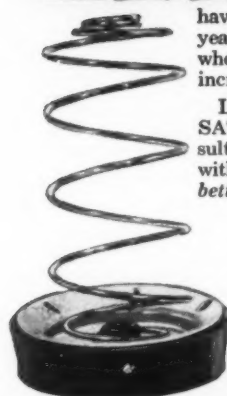
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Otto-Items, Inc.

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John Cain — Charlotte  
Arrow Safety Device Co.  
Bill Chaney — Charlotte  
Bishman Mfg. Co.  
T. L. Kidd Co. — Charlotte  
Muskegon Piston Ring Co.  
Rich Mfg. Corp.  
Kirby F. Newton — Charlotte  
Kem Mfg. Co.  
The Walden Co. — Charlotte  
Del City Wire Co., Inc.  
Ben T. Ward — Charlotte  
Jack-Pack Mfg. Co.  
Otto-Items, Inc.  
K. W. Norton's Associates — Durham  
Ideal Corp.  
Yankee Metal Products  
Charles A. Glover — Fayetteville  
Barcalo Mfg. Co.  
J. S. Longdon — Greensboro  
Champion Pneumatic Machinery Co.  
K-D Mfg. Co.  
J. B. Ruark Sales Agency — High Point  
Griffin Lamp Co.  
Precision Automotive Components Co.

### OHIO

Benasich-Diachuk Assoc. — Cleveland  
Del City Wire Co., Inc.

### OKLAHOMA

M. A. Burnham — Oklahoma City  
Del City Wire Co., Inc.

### B. A. Kline — Oklahoma City

Bishman Mfg. Co.  
Henry Lees & Assoc. — Oklahoma City  
L & S Bearing Co.  
Pridgen Sales Co. — Oklahoma City  
Gumout Div.  
J. Donegan — Tulsa  
Fox Products Co.  
L. T. Solomon — Tulsa  
Champion Pneumatic Machinery Co.

### PENNSYLVANIA

Ray J. Daley — Plymouth Meeting  
Del City Wire Co., Inc.

### SOUTH CAROLINA

Sam Gendil — Columbia  
Felt Products Co.

### TENNESSEE

C. R. Cunningham — Memphis  
Griffin Lamp Co.  
Schuyler Reid Sales Co. — Memphis  
Arrow Safety Device Co.  
P. Stublefield — Memphis  
Champion Pneumatic Machinery Co.  
Fox Products Co.  
Wayne Wilkins — Memphis  
Jack-Pack Mfg. Co.  
McEwen Cherry Co. — Nashville  
Champ-Items, Inc.  
Dole Valve Co.  
J. R. Tate — Nashville  
Tungsten Contact Mfg. Co., Inc.

### TEXAS

F. J. Brogan — Dallas  
Felt Products Co.  
Monkey Grip Sales Company  
B. B. Burk — Dallas  
Bingham-Herbrand Corp.  
Caphton & McEvoy Co. — Dallas  
Glide Control Corp.  
Precision Automotive Components Co.  
J. S. Connell Co. — Dallas  
Basic Sleeve Associates  
Jack Pack Mfg. Co.  
H. M. Cree Co. — Dallas  
Breeze Corp.  
Pullman Vacuum Cleaner Corp.  
Crockett-Jordan-Duncan Co. — Dallas  
Kem Mfg. Co.  
P. H. Ebeling — Dallas  
Griffin Lamp Co.  
John D. Harvey Co. — Dallas  
Muskegon Piston Ring Co.  
Western Tool & Stamping Co.  
Albert Jayne — Dallas  
Ken Tool Mfg. Co.  
Ralph Jeffress — Dallas  
Swiss Laboratories, Inc.  
Lynn & Hemphill — Dallas  
Heckethorn Mfg. & Supply Co.  
Jaycee Chemical Co., Inc.  
Stant Mfg. Co., Inc.  
Warner-Patterson Co.  
McClintock Sales Corp. — Dallas  
Acme Air Appliance Co., Inc.  
J. J. O'Connell, Jr. — Dallas  
Otto-Items, Inc.  
W. Frank Russell Co. — Dallas  
Namsco, Inc.  
Rubbermaid, Inc.  
Shipp & Payne — Dallas  
Doan Mfg. Co.  
Practical Mfg. Co.  
Yankee Metal Products Corp.  
Vogel-Swygard Associates — Dallas  
Bishman Mfg. Co.  
Champion Pneumatic Machinery Co.  
Bradley Wayne — Dallas  
Lee Filter Corp.  
Wilkinson-Rey Assoc. — Dallas  
Vaco Products Co.  
W. L. Lyon — El Paso  
Lamson & Sessions Co.  
Neal Greenfield Sales Co. — Ft. Worth  
Rich Mfg. Corp.  
Tungsten Contact Mfg. Co., Inc.  
Keller-Hyder, Inc. — Ft. Worth  
Champ-Items, Inc.  
R. E. Dietz Co.  
Fox Products Co.  
Lisle Corporation  
John W. Lovelady — Ft. Worth  
K-D Mfg. Co.  
Lamson & Sessions Co.  
Brockenbrough & Sanders — Waco  
Ideal Corp.  
Leo Kennedy — Waco  
Arrow Safety Device Co.

### VIRGINIA

James E. Duffee — Richmond  
Arrow Safety Device Co.  
Magna-Krom Mfg. Co.

### WEST VIRGINIA

George M. Scott — Charleston  
Bishman Mfg. Co.

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thrif of lower-cost, regular gas, standard on every Dynamic 88 model... the PREMIUM ROCKET that gets the most from premium fuels, standard on Super 88 and Ninety-Eight models. Back these exciting '60 features with Oldsmobile's high owner loyalty, high trade-in value and high product quality, and you have one of the most satisfying combinations in the automotive world today. That's why, more than ever for '60... it's great to be with OLDS!

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SUPER 88 HOLIDAY SCENICOUPE

DYNAMIC 88 CELEBRITY SEDAN

# Hastings Oil Rings Don't Plug

## and here's why

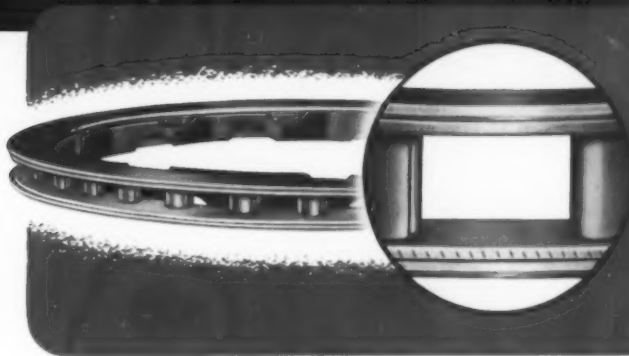
Today's high-compression engines with larger piston displacement, pull an increased volume of air into the combustion chambers. If this moisture laden air gets by the rings, it mixes with oil and forms sludge.

Here is just one more reason why today—more than ever—it pays to install Hastings Piston Rings. Hastings oil rings don't plug because each type is designed for the most ventilation and oil drainage possible to obtain. And—chrome or steel—each is "motor engineered" as a balanced part of the right ring combination to fit every specific replacement application.

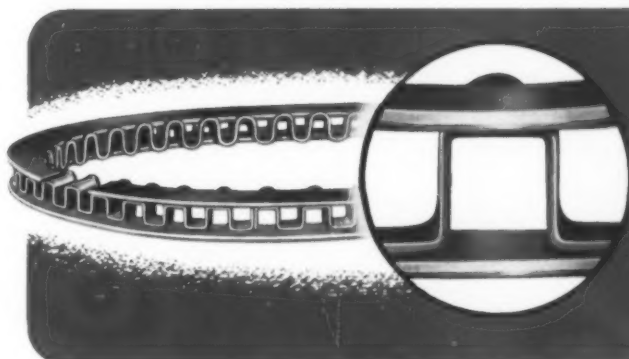
Use Hastings for your ring jobs . . . for fast seating—better, quicker oil control—longer engine life. You'll say goodbye to come-backs and have satisfied customers from the start.

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN  
Hastings Ltd., Toronto

Piston Rings, Oil Filters, Casite Additives, Spark Plugs



**STEEL-VENT OIL**



**FLEX-VENT OIL**

In these representative Hastings Oil Rings you can see for yourself the ample ventilation that assures efficient drain-back . . . prevents clogging . . . gives long-lasting oil control.

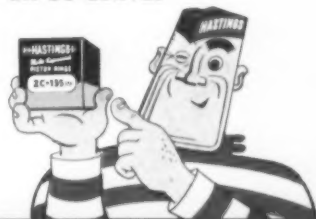
 **HASTINGS**  **PISTON RINGS**



**TOUGH BUT OH SO GENTLE**

**TOUGH**  
on oil  
pumping

**GENTLE**  
on cylinder  
walls



Hastings Fire-Power Spark Plugs . . . engineered for replacement service . . . give premium performance, at competitive prices, with better profit for you.

EXTRA WALL CONTACTS MEAN  
LONGER OIL CONTROL

TOP CHROME COMPRESSION RING

features:

- tapered face design
- instant hairline seating
- side-sealing action
- velvet smooth chrome
- pre-seated at factory

CHROME RAIL COMPRESSION RING —

Cast-iron part features:

- special phosphate coating for quick seating
- mating action of graphitic cast-iron
- stabilizing — inner-ring action

Chrome rail features:

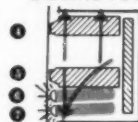
- an extra barrier against blow-by
- special oil wiping action
- doubles as an auxiliary oil ring

CHROME C-9 OIL RING

features:

- superior circumferential expansion action of Duomatic Expansion — multiplies number of bearing points on the rails
- modern side-sealing action
- maximum conformability
- chrome rails for long life

IN THE FAMOUS SPIRO-SEAL OIL RING YOU GET 4 CONTACTS



Cast-iron section:

- a full-fledged oil ring
- jumbo slotted to prevent carbon clog
- profiled for quick seat-in
- graphitic cast-iron for quick seat-in

Chrome plated two turn segment:

- rides free of inner ring
- circumferential expansion action
- side sealing action
- superior conformability
- double-life action after seat-in brings Spiro-Seal in contact with inner ring.

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combination of  
**MODERN  
POWER**  
ring actions every  
time...power up  
with Ramco 10-up sets

Part of that combination is a RAMCO exclusive: *circumferential expansion action* in every set. This gives your re-ring jobs side of groove sealing, extra oil and compression control.

For example: with C-9 newer engines needing extra oil control because of high vacuum operation, get extra side-sealing action with *circumferential expansion*.

That's one reason — in a combination of many reasons — why you should find out more about RAMCO'S MODERN POWER rings. Do it soon? Use the handy coupon below.

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## MODERN POWER

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